



SOUTH CENTRAL

TRANSIT ORIENTED DEVELOPMENT

COMMUNITY PLAN 2022





Federal Transit Administration

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U.S. DEPARTMENT OF TRANSPORTATION LADDER STEP PROGRAM

The U.S. Department of Transportation identified Phoenix – specifically its South Central Light Rail Corridor project – as one of seven cities selected for the agency’s Ladders of Opportunity Transportation Empowerment Pilot (LadderSTEP) program. The aim of the program is to promote neighborhood revitalization by investing in transportation infrastructure to connect under-served communities with employment centers. The LadderSTEP program reflects a broader shift in thinking about the intersection of transportation projects, economic opportunity, and the people whose lives will be most affected.

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“In loving memory of Amineh Warrayat, an irreplaceable member of the TOD grant team. Without her, this plan could have never come to fruition.”

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South Mountain Community Center

Emmett McLoughlin Community Training and Education Center

SOUTH CENTRAL ETOD PLANNING

EXECUTIVE SUMMARY

In 2016 the City of Phoenix was awarded a federal grant to engage the community and support local businesses along the South Central Avenue planned light rail extension. The product of this grant exercise will be a living document, inspired by the hearts and voices of the community. The project has two major activity areas which are further divided into several key tasks and subtasks. The two major activity areas are TOD Planning and Business Assistance. The City of Phoenix in collaboration with project partners, community stakeholders, and the Mayor and Council appointed South Central TOD Steering Committee developed this TOD policy plan specific to the South Central corridor. This plan will serve to attract, guide, and prioritize strategic investments in infrastructure, housing, economic development, and other areas to realize a shared community vision for the future of the corridor.

PLANNING PROCESS /FRAMEWORK

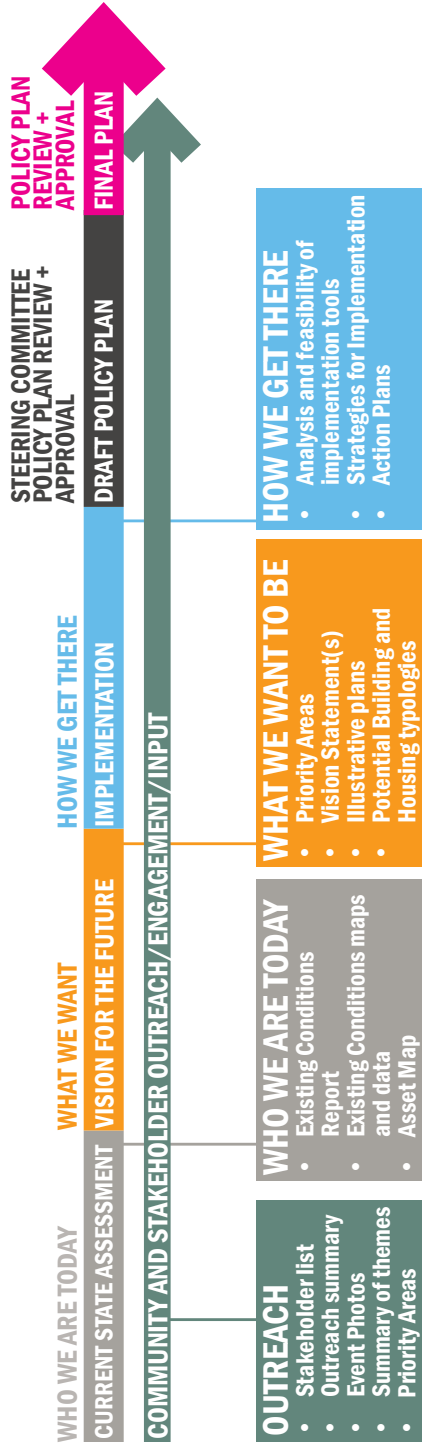
The Planning process framework was first established in 2011 as part of a \$2.9 million HUD Sustainable Communities Challenge Grant to develop a framework and five community-driven policy plans for the first Transit Oriented Communities in the City of Phoenix at that time. That project/initiative became known as ReinventPHX and continues to provide policy support for all subsequent TOD planning efforts. Three key components of the planning framework remain and provide a strong organizational foundation for planning with new and upcoming Transit Oriented Communities. This plan is organized to reveal these as follows:

PART 1: INTRODUCTION (ABOUT THE PLAN)

PART 2: WHO WE ARE TODAY (CURRENT STATE ASSESSMENT)

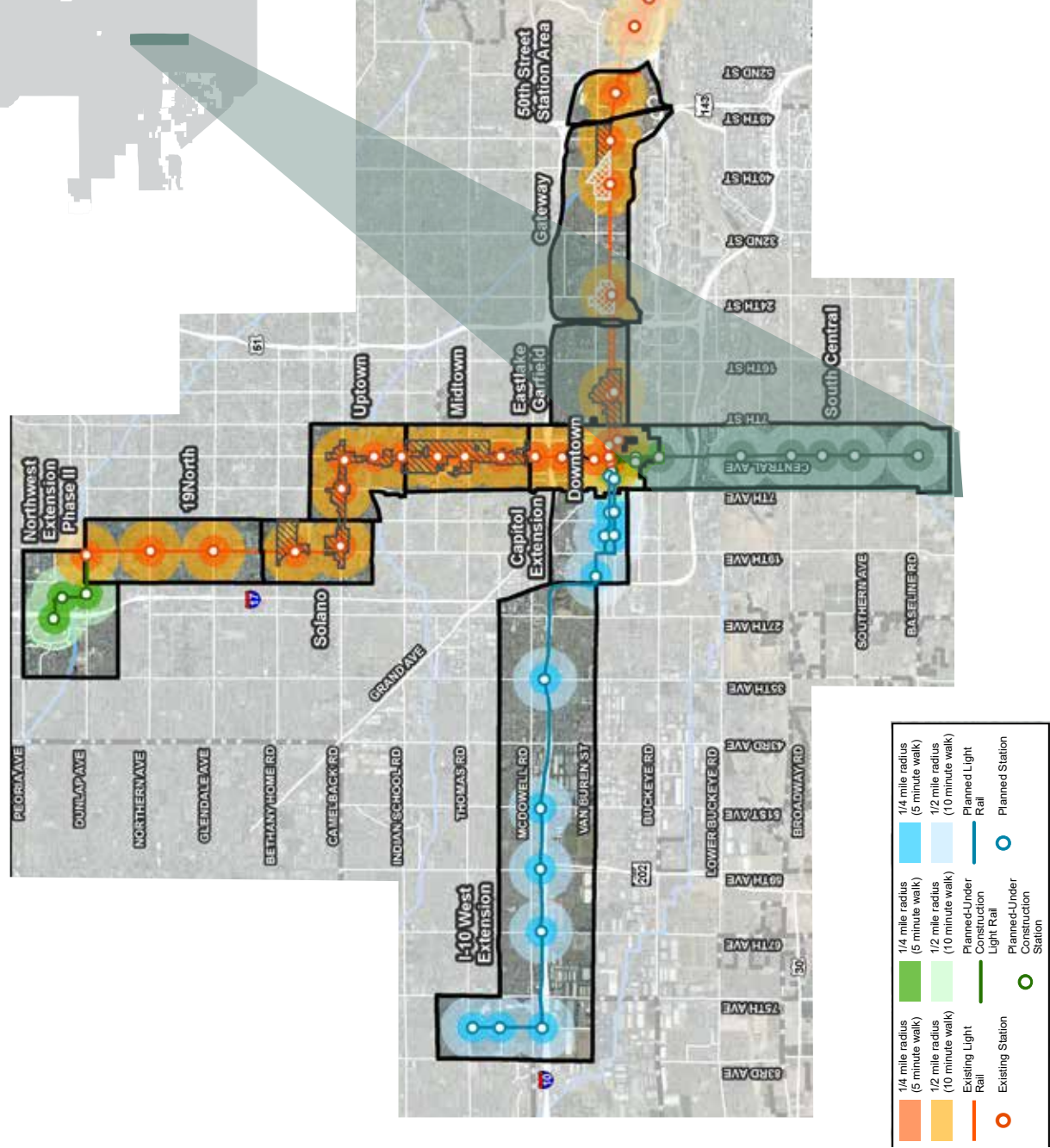
PART 3: WHAT WE WANT (VISION FOR THE FUTURE)

PART 4: HOW WE GET THERE (IMPLEMENTATION)



SOUTH CENTRAL CORRIDOR CONTEXT

The South Central Corridor community is the newest addition to Phoenix’s Transit Oriented Communities and is generally bound by the Union Pacific Railroad on the north, South Mountain Avenue on the south, 7th Avenue on the west, and 7th Street on the east.



HOW TO USE THIS PLAN

PLAN NAVIGATION

Critical to the success of any plan is its usefulness. One major objective from the start of the South Central TOD Planning project was the need to ensure the plan is a living, useful, and accessible tool for the community, stakeholders, and development professionals at all levels. With this in mind, the plan provides a digital navigation bar at the top of each page for ease of navigation, understanding, and overall usefulness. The below section summaries are to guide the users in navigating the plan as a tool to implement positive change for existing and future residents.

PART 1: INTRODUCTION (ABOUT THE PLAN)

This section highlights the historical context in which the corridor has taken shape, and reveals the evolving framework for which the planning process followed. By embracing the corridor’s history and acknowledging past inequities we have a plan that looks to bridge historical divides and build on the community’s strengths.

PART 2: WHO WE ARE TODAY (CURRENT STATE ASSESSMENT)

This section synthesizes and summarizes a data-driven assessment through the lens of six (6) planning elements and reveals several best practice investments. It also provides a summary of the robust public participation efforts, community outreach methods, and listening and learning with resident and stakeholders to understand the corridor needs through people and data.

PART 3: WHAT WE WANT (VISION FOR THE FUTURE)

This section describes and illustrates a shared community vision for the year 2045 with the use of vision narratives and conceptual illustrative plans. Additional maps are provided that showcase resident identified areas to protect, enhance, and investment. Lastly, community prioritized investments are mapped and organized by the six (6) planning elements.

PART 4: HOW WE GET THERE (IMPLEMENTATION)

This section contains a preliminary Form-Based Code Character Areas assessment, and organizes corridor-wide outcomes, strategies, and actions through the six (6) planning elements; aimed at making progress towards creative, collaborative, and interdisciplinary solutions to help transition the current state towards achieving the shared community vision.

WHAT THIS PLAN DOES

POLICY PLANS PROVIDE GUIDANCE

The South Central Transit Oriented Development (TOD) Community Plan is a guide for transforming the South Central Corridor communities into walkable transit oriented communities.

THIS PLAN DOES:

- Provide City-Wide policy guidance to encourage transitioning the existing conditions to a more equitable, healthier, economically resilient, and sustainable transit oriented and walkable environment through multi-disciplinary collaboration with internal and external partners.
- Lay a foundation for future land use and development to rezone to the Walkable Urban Code.
- Lay a foundation for future transportation and infrastructure investment to prioritize people walking, biking, and using transit.
- Provide support for future grant/funding opportunities towards achieving the community vision.
- Provide guidance and support for public and private investments to ensure community benefits are prioritized in alignment with the community’s vision for the future.
- Provide a tool for all partners to be held accountable as vision advisors through advocating and participating in a diverse array of implementation actions to achieve the community vision.

THIS PLAN DOES NOT:

- Rezone any property, business, or residence.
- Purchase any property, business, or residence.
- Impose any regulatory standards that aren’t already applicable.





CONTENTS

INTRODUCTION



WHO WE ARE



XII



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PART 1 INTRODUCTION

This plan articulates the community’s vision for the future based on current conditions and aspirations to become one of Phoenix’s leading Transit Oriented Communities. The plan also identifies paths forward through community investments, partnerships, and implementation strategies.

// We must acknowledge history, and not repeat it.

VICE CHAIRWOMAN TAMALA DANIELS
South Central TOD Steering Committee 2018-2021

George Washington Carver Museum
Source: Phil Soto, South Central TOD Grant Team

ABOUT THE SOUTH CENTRAL CORRIDOR

SOUTH CENTRAL CORRIDOR | The South Central Corridor is uniquely situated between two regional destinations, Downtown Phoenix to the north, and South Mountain Preserve to the South. It is also bisected by the Rio Salado, a major waterway that gives life and nurtures an ecologically diverse urban oasis in the heart of the greater Phoenix Metropolitan area. This unique geographic position in combination with a major public investment to serve the community through the South Central Avenue planned light rail extension has positioned the South Central Corridor Communities for a unique opportunity to engage in robust collaboration, visioning, and capacity building towards achieving a community-based vision for a more equitable, sustainable, healthier, and prosperous future for everyone.

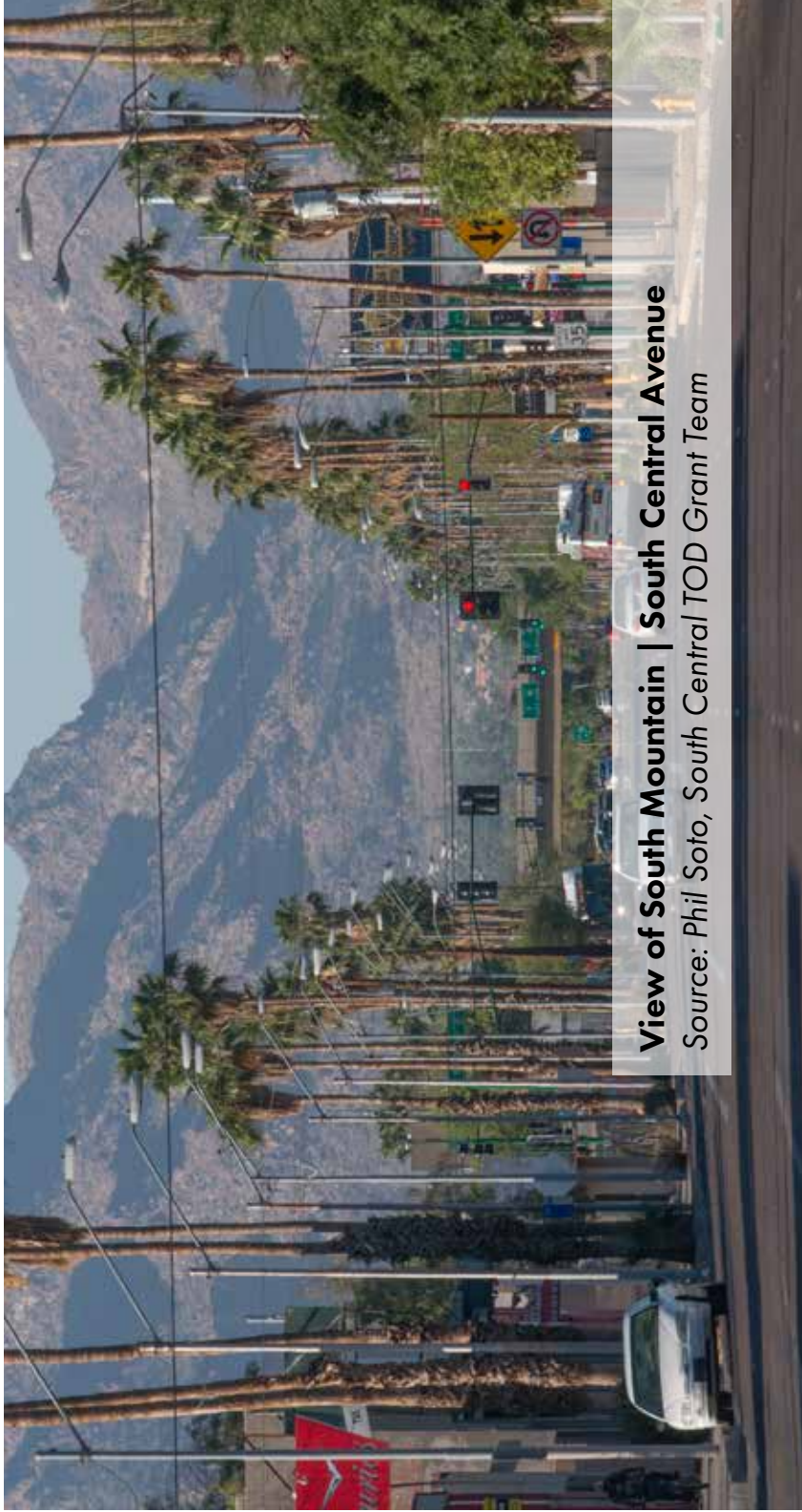


HISTORIC FACTORS

Communities across the nation have focused discussions around several historic factors such as redlining, exclusionary zoning, racist restrictive covenants, and discriminatory lending practices that have created a health, wealth and housing gap disproportionately impacting communities of color. The South Central Corridor communities are no exception and have acknowledged

these historic factors in their own communities, with some being documented more recently through various research, community and city driven efforts. South Phoenix living conditions have suffered through land use industrialization, poor housing conditions, lack of infrastructure investments, and lack of access to health resources and opportunities.

These topics have been intrinsic in empowering residents and community members towards more equitable outcomes, goals, and investments that benefit existing residents first. Despite these challenges and history, South Phoenix has proven resilient, and seeks creative, collaborative, and authentic ways towards improving the quality of life for everyone.



SOUTH CENTRAL CORRIDOR MEMORIAS - HISTORY AND CULTURE

Introduction

From about A.D. 1 to 1450, the Hohokam inhabited numerous large villages throughout the Salt and Gila River valleys. The Hohokam engineered highly sophisticated canal system that carried water over hundreds of miles, turning the desert into fertile, irrigated farmland. Omar A.

Turney, one of the first to map the historic canals in the Salt River Valley, stated that the Hohokam had developed the largest single body of land irrigated in prehistoric times in North America(1). The longest recorded canal extended close to 20 miles or more, beginning at Pueblo Grande and reaching as far west as present day Glendale(2).

The Hohokam, ancestors to the present day O’Odham (also known as Pima), vacated their irrigation systems by the middle of the 15th century, leaving behind, throughout the valley, ‘villages containing platform mounds, elliptical ballcourts and trash mounds covered with broken ceramic pots and other artifacts.’(3) One of those villages, Pueblo Viejo, was located in the South Central Corridor. For the next 400 years, the Salt River Valley remained mostly abandoned.

In 1865 John Y.T. Smith arrives in the valley with a contract to deliver hay to Ft. McDowell, settling in the valley’s east side, where he built the first house in the valley as a hay ranch.

Pioneer Jack Swilling, and soon to be the founder of Phoenix, arrives in the valley during the fall of the same year, and stops at Smith’s ranch. In front of him, stretching endlessly, he encounters the historic Hohokam canals crisscrossing the valley floor. An idea is formed, ‘It seemed an easy task to throw these waters over the fertile desert, which was all that was necessary to make this desert valley blossom as a rose’ (4). And the rest is history.

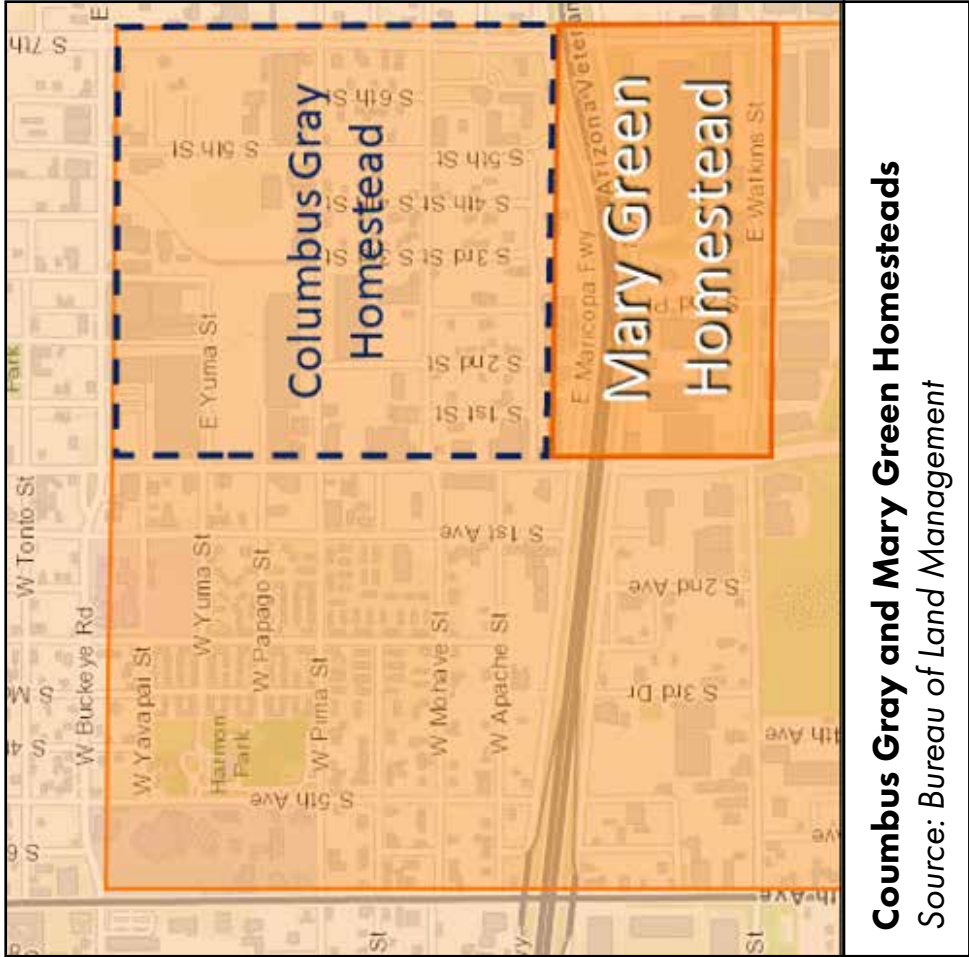
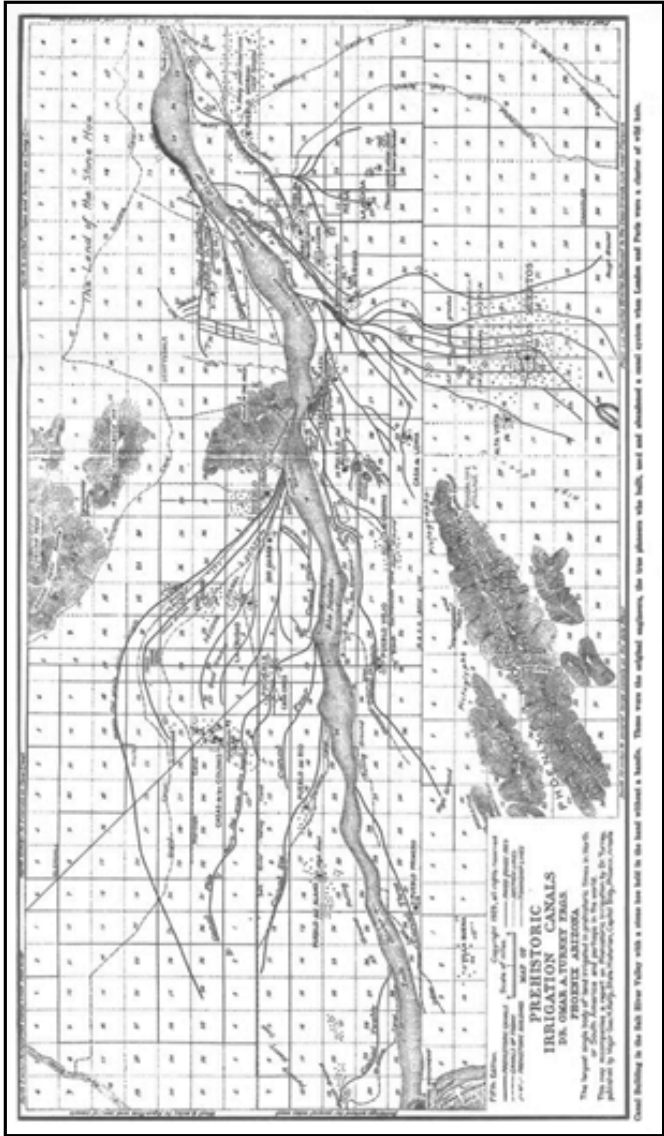
SOUTH CENTRAL HISTORY

The South Central Corridor history begins barely one year after Jack Swilling’s arrival. The Columbus H. Gray family arrived from Union County, Arkansas in 1868, and settled at 7th Avenue and Mohave, a 160-acre homestead encompassing Central Avenue to 7th Avenue and Buckeye Road to Durango Road. With the family arrived Mary Green, a free slave and the first free African American woman to arrive in Phoenix with her two children.

Columbus Gray also filed for an additional 80 acres under Mary Green’s name which was issued on 10/20/1891. In 1888, Mary was the first to purchase property in what is now Tempe, - a 160 acre homestead where she built a modest brick home. Mary would return to Phoenix in 1900, but some of her family would remain in Tempe.

While many African American families would eventually settle in Eastlake and west of the corridor, Hispanic families have always been an integral part of the history of Phoenix and the South Central Corridor. By 1868, ‘Mexican workers proved vital in early irrigation work. They worked on constructing the canals and served as the *zanjeros* (ditch overseers). They also were farmworkers. Mexicans constructed many of the adobe buildings in the city and did other kinds of maintenance or construction work in the city. A few Mexican entrepreneurs established businesses.’ (5)

Most Mexican families in the late 1800s settled south of the railroad, in the areas of Grant and Central Parks to Buckeye Road, along with African-American and Asian immigrants, in the few areas the poor could afford to live, without many amenities. They also worked in warehouses, slaughterhouses and processing plants that surrounded the areas near the railroad. While Mexicans comprised half of the population in 1877 and 45% in 1880, the influx of Anglo American settlers via railroad was profound, and by the year 1900, the percentage of Hispanic residents had dropped to 14%.



Coumbus Gray and Mary Green Homesteads
Source: Bureau of Land Management

SOUTH CENTRAL TRANSFORMATIONAL EVENTS

Rio Salado Flooding, World’s longest bridge, Race Restrictions

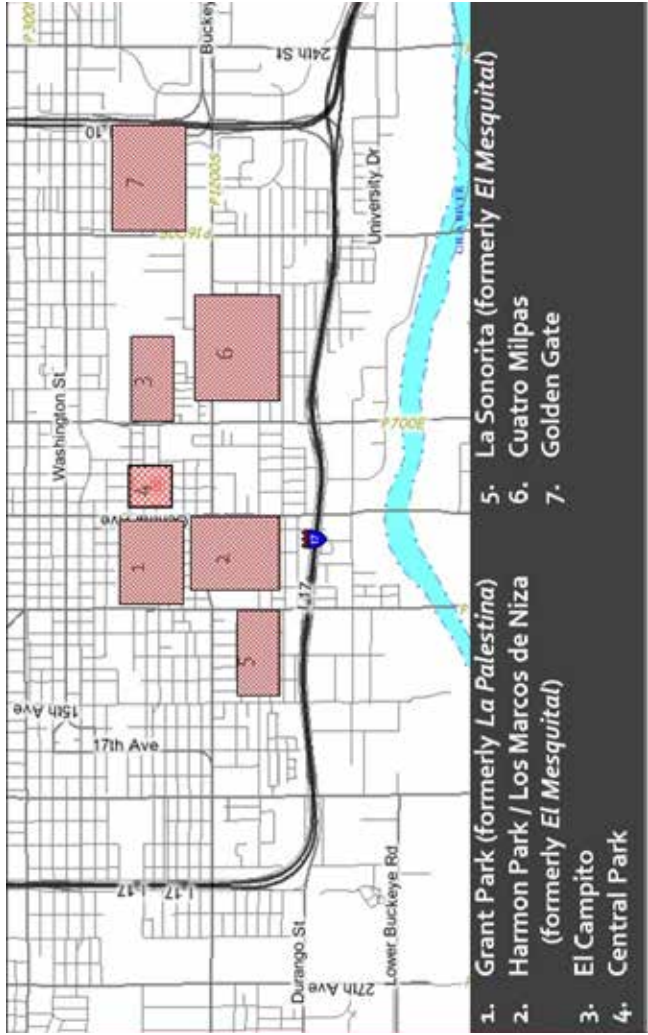
The cycle of dramatic floods in the late 1800’s up to 1910, resulted in an all-out effort, if not close to a brawl between two cities, to get a bridge over the Rio Salado. While Tempe had the shortest span and better bed rock, Phoenix had Dwight B. Heard, his 7,000 acres of agricultural land south of the river and his political experience with the Roosevelt Dam, so Phoenix gets the Center Street (now Central Avenue) Bridge. Dedicated in 1911, it was considered the world’s longest bridge under the category of “reinforced concrete” at the time. Prior to the bridge, the areas south of the Salado were only agricultural and laborers working in south Phoenix had to travel over the Salado on a dirt track on Center Street on foot or in horse-drawn carriages.

By the 1920s, race-restrictions against African Americans, Mexicans and Asians began to appear as part of city housing covenants. Along with restrictive real state and lending practices there was almost a complete restriction on the ability of minorities to get a loan or to purchase property north of Van Buren Street, which became the ‘de facto’ boundary for minorities. The South Central Corridor spans over 5 miles in length, from Grant and Central Parks to Dobbins Road and 7th Avenue to 7th Street, making this corridor unique in the multitude of culturally diverse neighborhoods. Academic studies and historic surveys such as those produced

by the City of Phoenix, provide an in-depth view of the historical African-American, Asian, and Mexican experience, and of the southern areas of Phoenix - much greater area than this corridor. This introduction offers a small glimpse of a couple of people and events that embodies the strength and resilience of the South Central Corridor and its people.



Godinez home
1018 S. 5th Avenue
History of Grant Park Neighborhood



SOUTH CENTRAL TRANSFORMATIONAL EVENTS

Father Emmett McLoughlin, The People’s Padre

Father Emmett, a newly ordained Catholic priest arrives in Phoenix in 1934. The Franciscan Order staffed St. Mary’s Church which served South Phoenix, and as its newest member, Father Emmett got the assignments no one wanted. In his autobiography, People’s Padre, he described the south side of Phoenix as an area of mostly cardboard and wooden crate shacks without plumbing or electricity and he believed this was one of the reasons Arizona had the highest rate of infant and maternal mortality rate at that time. So, he enters a contest, wins \$600 which he uses to renovate an abandoned grocery into a community center and social hall for African Americans, and another building as a free maternity clinic. He recruited volunteer doctors and nurses and offered family planning – to all - regardless of color or race. In 1939, Father Emmett is appointed Chaplain of the Arizona House of Representatives and through his strength and commitment to affordable housing, he was the force in applying for federal funds for Matthew Henson and Marcos de Niza public housing projects. He secured funds to build St. Monica’s Hospital (now Phoenix Memorial Hospital) and with the help of the community, the hospital was completed in 1944 along with St. Monica’s School of Nursing, **the first, west of the Mississippi River, to be a ‘non-sectarian and inter-racial’ accredited facility.** Father Emmett also convinced Eleanor Roosevelt to visit the hospital, which she did on March 22, 1947. Mrs. Roosevelt noted how interested she was in the school, pointing that racial discrimination was completely eliminated and that the hospital had a wonderful atmosphere. (6) In its 12 years, the school graduated 145 nurses. (7)

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POST WWII AND THE AMERICAN LEGION THUNDERBIRD POST 41

[entering Post 41 fight for housing equality]



Pedestrians Crossing | 5200 S. Central Avenue
Source: Phil Soto, South Central TOD Grant Team

EQUITABLE TRANSIT ORIENTED DEVELOPMENT (ETOD)

What is ETOD?

In 2013 the City of Phoenix adopted the TOD Strategic Policy framework (amended 2016 and 2018) which includes “equity” as one of the five interrelated and interdependent factors meant to permeate planning and decision making processes to help ensure sustainability in planning for our Transit Oriented Communities in Phoenix. Equity is described to ensure people of all ages, income levels, races, ethnicities and abilities have fair access to the benefits provided by community investment in light rail. It is also noted that often times the cost of living, health impacts, and urban development disproportionately affect middle and lower income families, where as Equitable communities and for our

purposes, Equitable Transit Oriented Development (ETOD) communities, enhance the quality of life for everyone. More recent conversations locally, in particular as part of this planning process, and nationally as part of other similar community revitalization and planning efforts have consistently revealed several historic, institutional, and systemic factors as barriers to achieving truly equitable outcomes even with the best of intentions.

An honest approach to ETOD in South Central
Although this document is not titled an “Equitable TOD” policy plan, a lot of great work has contributed to more equitable, authentic, and inclusionary outcomes, it is important to acknowledge

that greater progress in equitable engagement and community planning are still needed. The intent is not to celebrate this plan as being solely representative of a model equitable TOD policy plan, process, or outcomes; it is intended to make visible these disparities, barriers, and challenges to encourage ongoing efforts, collaboration, and partnerships for more equitable outcomes in south central and other Phoenix communities. It is also to acknowledge the community desire for equitable investments, while being fully transparent that there is a need to continue learning, exploring, and evolving our processes and approach towards resilient, inclusive, sustainable, and equitable communities.

SOUTH CENTRAL ETOD

The South Central Communities have voiced strongly and consistently the need to correct the long standing and historic disinvestment in their communities, while simultaneously acknowledging that the wrong type, speed, or intensity of investment could trigger higher displacement risk as a result of expedited gentrification. On one hand “investment” is critical to correct the inequities of the past, and on the other hand the wrong type of “investment” may be harmful and exacerbate challenges for existing residents.

To remedy this, several community driven conversations have revolved around the need to provide more opportunities, support, and resources for community wealth building. In particular, individual and community wealth building through property and land ownership, entrepreneurship, and community leadership. This approach is critical to empowering the community towards achieving “gentle-fication”, a slower, targeted investment approach towards community revitalization while reducing the risk of displacement.

The South Central Equitable TOD vision, outcomes, investments, strategies, and actions in this document are intended to make progress, provide tools, and break barriers to allow South Central residents more opportunities in building long term individual and community wealth.



Pool Repair Pool man | 3242 S. Central Ave.
Source: Phil Soto, TOD Grant Team

PLANNING PROCESSES: 3 KEY STEPS

OVERVIEW

The planning process was structured in three steps, Who We Are (Current State Assessment), What We Want To Be (Vision for the Future) and How We Get There (Implementation). Community engagement and capacity building was integrated into each step. The Who We Are step entailed a data-driven analysis of the current conditions within the Corridor using information derived from resident workshops and existing plans and databases. The What We Want To Be step included surveys, workshops, and focus group discussions that facilitated community conversations that helped describe a desirable future using narratives and illustrations. Lastly, the How We Get There step, best-practice implementation strategies, policies and area specific actions were identified to build upon the Corridor assets, reduce liabilities, and catalyze progress towards the Vision.

STEP 1: Who We Are (Current State Assessment)

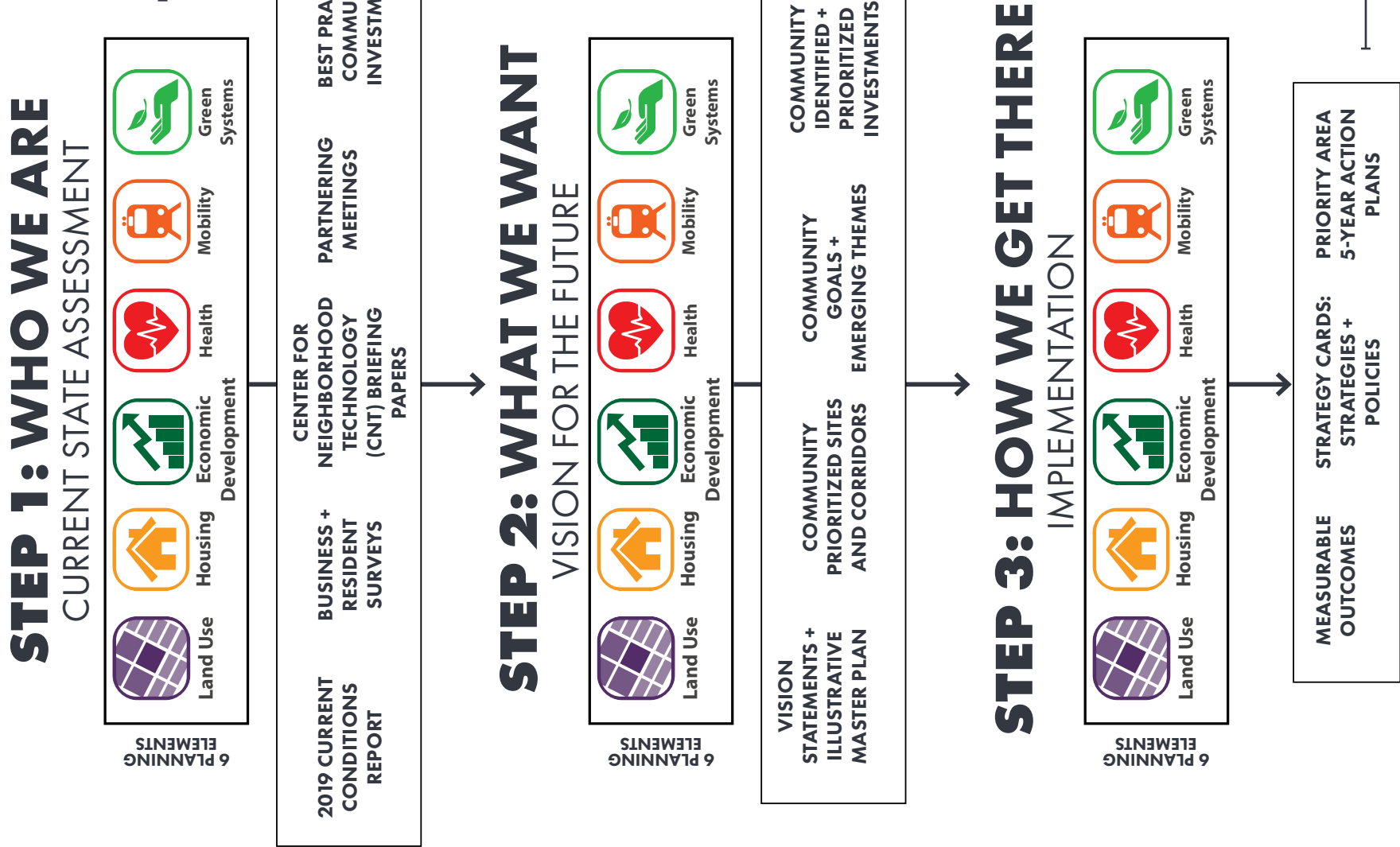
Residents and other Corridor stakeholders participated in surveys, bilingual workshops, and field surveys designed to identify and map assets, community needs, and improvement opportunities. This input was then synthesized with secondary data, such as demographic, land use, crime, traffic injuries, and economic conditions, etc. and analyzed using Geographic Information Systems (GIS), statistical software, and other data to complete an assessment of the existing conditions.

STEP 2: What We Want (Vision for the Future)

A series of public participation events that began with broad themes and progressed to specific designs were held to inform the creation of a shared long-term vision. Two week-long community workshops were conducted in large presentation formats as well as small round-table conversations that facilitated a two-way exchange of knowledge between residents and the project team. Input was then compiled, analyzed, and presented back to stakeholders in an iterative feedback process.

STEP 3: How We Get There (Implementation)

The How We Get There phase included small discussions and large capacity-building forums with urban development professionals, various city department staff, and community stakeholders. Evidence-based best practices were identified to respond to the unique conditions in the Corridor and help advance the current state towards the vision. Ongoing Engagement with the South Central TOD Steering Committee refined and prioritized practices that were most appropriate for the Corridor and helped identify partnerships that could potentially provide implementation resources.



A SOUTH CENTRAL CORRIDOR APPROACH

Several historic, contextual, and community driven factors have contributed to a positive shift in the approach and application of the TOD Strategic Policy Framework to better fit the uniqueness of the South Central Communities. A heavy emphasis on Equity has resonated with South Central Communities and stakeholders from the beginning of the planning process and still holds strong.

Success in all aspects of the planning work were not to be measured by aligning the community to the framework, but rather aligning the framework to the community. In this instance, the South Central Community expressed countlessly the need to “reject displacement” thereby providing a heavier “lens” towards the equity component of the TOD Framework. This South Central Corridor approach utilized the framework to extract unique conditions, goals, and outcomes. This informed a process that prioritized information and adjusted the work program towards minimizing impacts to the most vulnerable populations at risk of displacement. The following sections outline several of the planning work program items that were adjusted to fit the needs of the South Central Communities.

One equity driven outcome that resulted from the emphasis toward Equitable TOD was to encourage ongoing partnerships between the City and local non-profit experts as they continue reaching, listening, and understanding the voice of populations on the verge of and experiencing the impacts of historically systemic racial, social, and economic inequity.

Comparatively, a targeted engagement effort was also taken to listen, educate, and collaborate with the local development professionals on the needs and opportunities for Equitable TOD to protect residents at risk of displacement. This effort, described further on page 212, complemented the holistic multidisciplinary approach outlined in the Framework and set the stage for a positive evolution in planning for our Transit Oriented Communities in a more equitable way.



A SOUTH CENTRAL

CORRIDOR APPROACH

EQUITABLE INVESTMENT MENU

Every community desires investments that come in many shapes and sizes, with one key feature of providing community benefits. From common infrastructure elements such as safe sidewalks, safe bike lanes, and enhanced transit shelters, to more complex integrated networks of public plazas, open spaces, or ecological preserves. Investments should be context specific, especially in and around ETOD communities that perform differently from other automobile dependent parts of a city.

All investments have a unique place and bring unique opportunities. As part of the planning process, the community is asked to prioritize investments unique to their history, experiences, and in alignment with making progress towards the community vision for the future. In South Central, yet again, the community has enlightened us with a perspective to bring forward a new category/“lens” to evaluate investment options.

This has led to the creation and addition of several context specific equitable investment options needed to support populations at risk of displacement. For the complete “Investment Menu” options please see the **resources** section.

LAND USE

LAND BANK / TRUST



POLICIES & STRATEGIES:
Establish a land bank / trust for the acquisition, holding and disposition of land for community focused uses and benefits.

LB

HOUSING

DISPLACEMENT POLICY



POLICIES & STRATEGIES:
Provide current renters in the corridor “rent-to-own” and ownership incentive options to stabilize current residents and businesses.

DP

MOBILITY

ADDRESS FIRST / LAST MILE TRANSPORTATION GAP



POLICIES & STRATEGIES:
Address first / last mile transportation gap.

FL

MOBILITY

DISCOUNTED TRANSIT PASSES



POLICIES & STRATEGIES:
Reduced costs annual passes for corridor residents and employees.

DT

HEALTH

URGENT CARE FACILITIES



DESCRIPTION:
Small scale medical facilities, partnered with medical centers to provide localized, timely services.

COMMUNITY BENEFITS:
• Additional Neighborhood Amenities

UC

ECONOMIC DEVELOPMENT

WORKFORCE AND EDUCATION



POLICIES & STRATEGIES:
Skills training and education programs that support existing businesses and industry.

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WHAT WE WANT

S. MTN.

HOW WE GET THERE

PROTECT, ENHANCE, INVEST

Another aspect of the planning work that evolved to fit the needs of the South Central Communities is the language chosen to describe the community identified “areas of change”. “Areas of change” are distinct categories showing a level of community support for land use and development growth. It was important to use language that resonates with the community, residents, and local stakeholders, especially to distinguish areas in need of protection from displacement. The South Central Corridor “areas of change” have been labeled as “Protect”, “Enhance”, and “Invest”.

PROTECT

Areas designated for **slow incremental growth** strategies, **smaller scale** and **lowest intensity** investments. * Housing investments examples: ADU’s, Tiny Homes, manufactured homes, duplexes, triplexes, fourplexes.

Slow

Moderate

Fast

Small

Medium

Large

Low

Medium

High

Rate of Change

Scale of Change

Intensity of Change

ENHANCE

Areas designated for **slow to moderate rate of growth** strategies, **medium scale** and **medium intensity** investments. * Housing investments examples: Courtyard Apartments, Townhouses medium multiplex, live-work.

Slow

Moderate

Fast

Small

Medium

Large

Low

Medium

High

Rate of Change

Scale of Change

Intensity of Change

INVEST

Areas designated for **moderate rate of growth** strategies, **medium/large scale** and **medium/high intensity** investments. * Housing investments examples: Mid-rise apartments/condos, Mixed Use Residential.

Slow

Moderate

Fast

Small

Medium

Large

Low

Medium

High

Rate of Change

Scale of Change

Intensity of Change

A woman in a black sleeveless top is speaking into a microphone at a community meeting. The room is filled with people seated at long tables, some looking towards the speaker. The background shows a large hall with fluorescent lighting.

A group of people are seated at a long table in a community meeting. They are looking towards the front of the room. The table is covered with papers and water bottles. The room has a brick wall and fluorescent lighting.

A group of people are seated at a long table in a community meeting. They are looking towards the front of the room. The table is covered with papers and water bottles. The room has a brick wall and fluorescent lighting.

A man and a woman are looking at a map on a table during a community meeting. The man is wearing a black t-shirt and a cap, and the woman is wearing a grey t-shirt. They are both looking intently at the map. The table is covered with papers and water bottles.

A group of people are seated at a long table in a community meeting. They are looking towards the front of the room. The table is covered with papers and water bottles. The room has a brick wall and fluorescent lighting.

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INTRODUCTION



PART 2 WHO WE ARE

A successful community plan must first listen to and honor the stories of the communities past and present before being given the opportunity to grow a future together.



We must protect our most vulnerable.

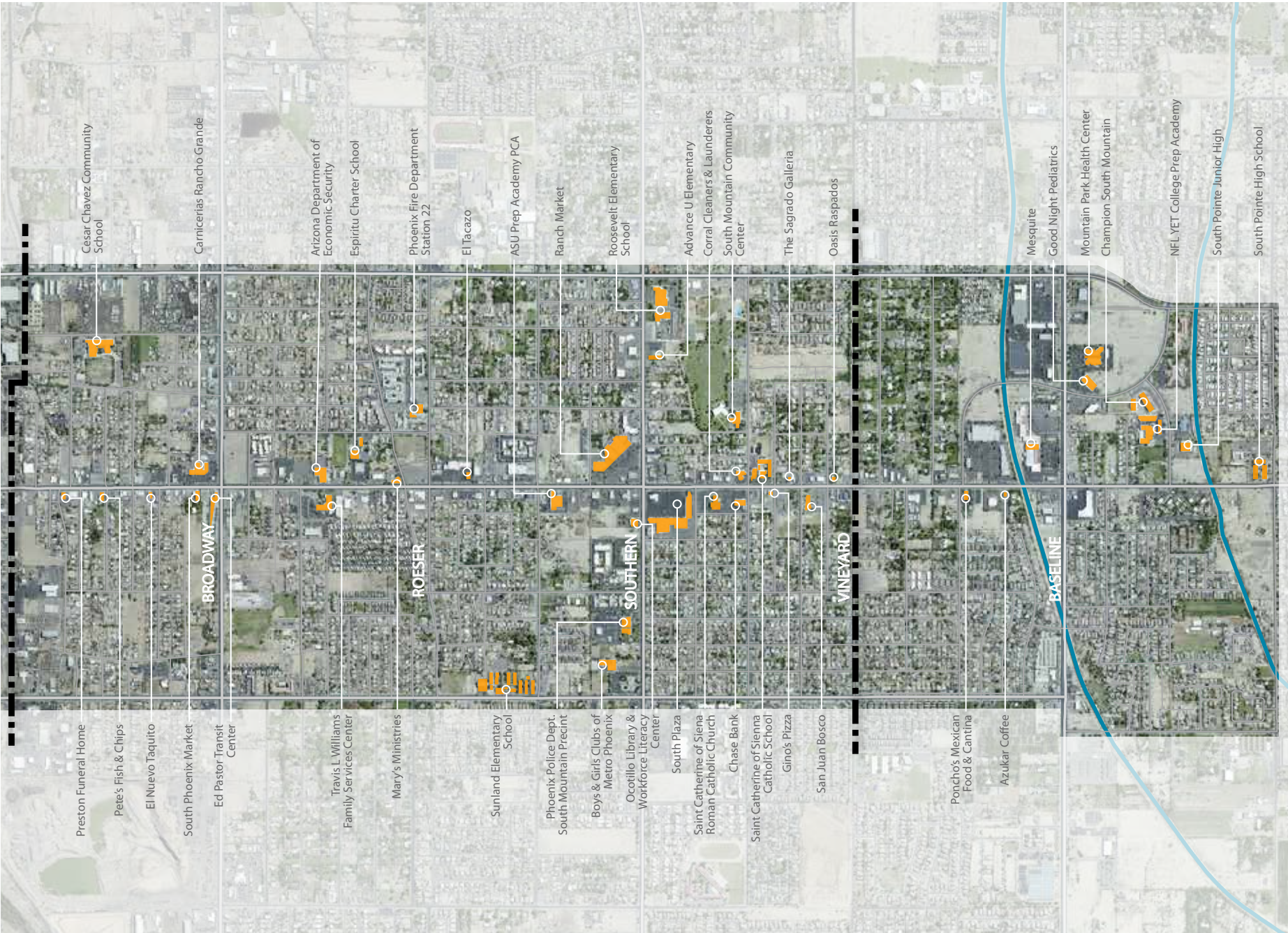
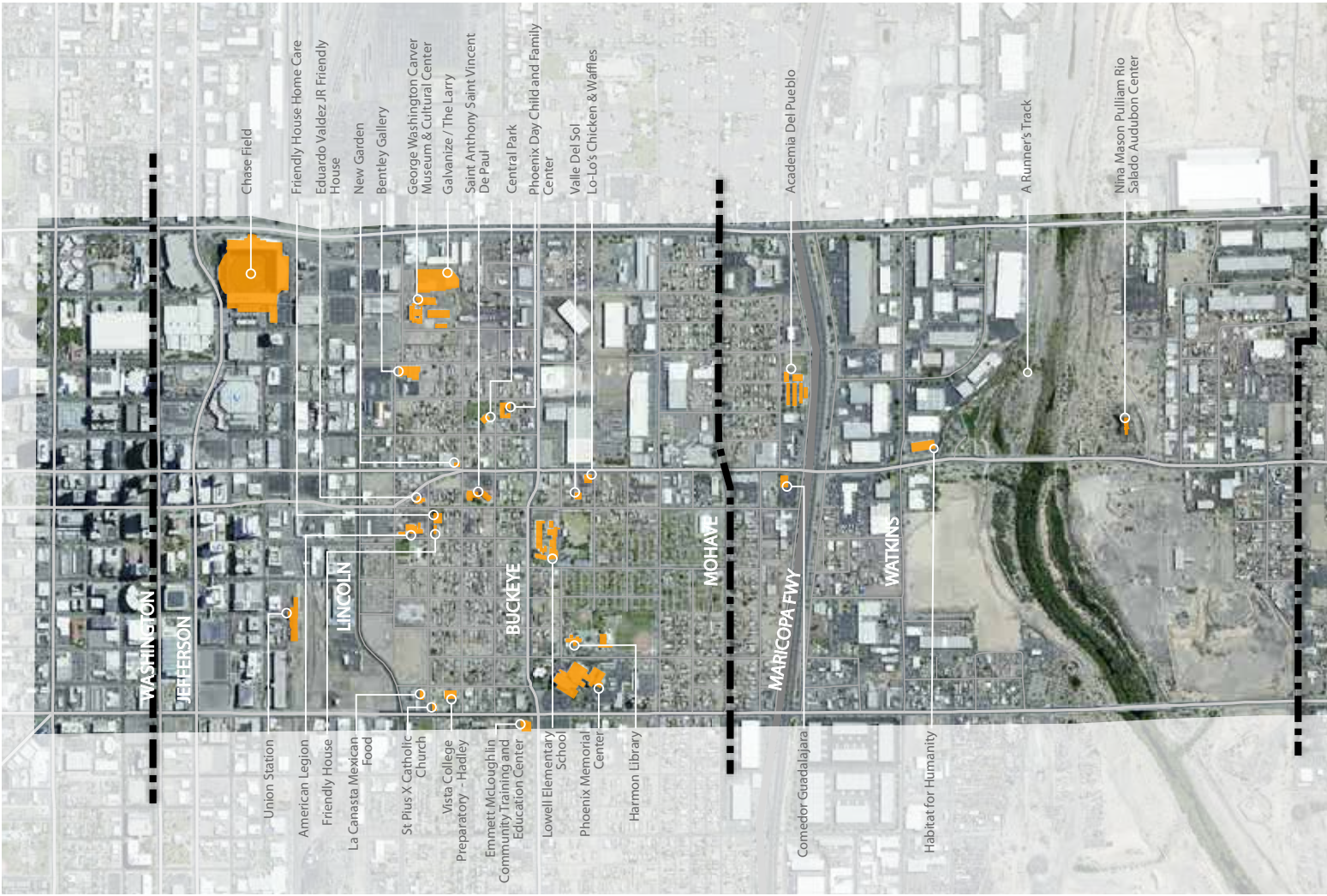
COUNCILMAN GARCIA
Council District 8

Videographer Documenting Stories
Source: TOD Grant Team

ASSETS + POINTS OF PRIDE

CURRENT CONDITIONS ASSESSMENT

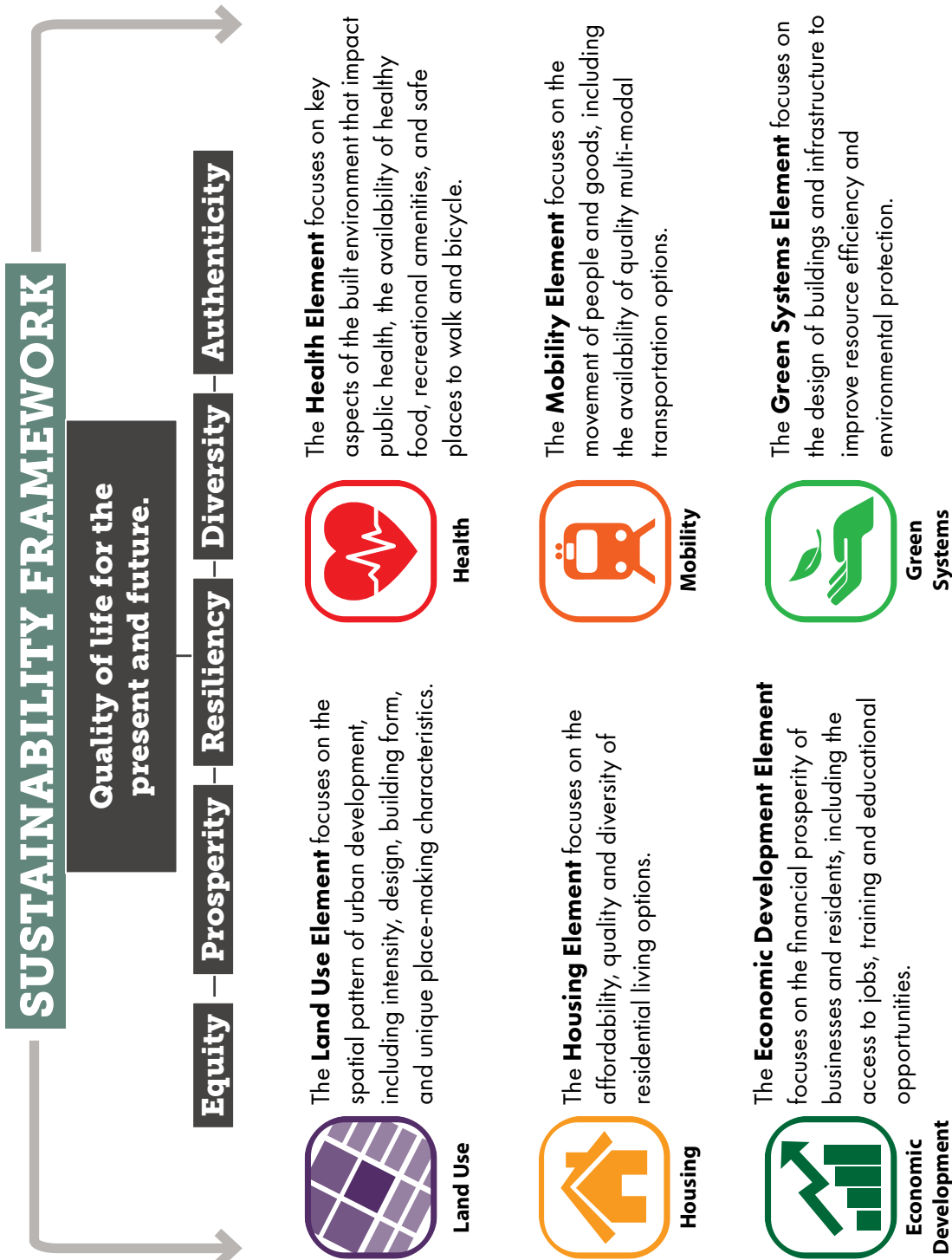
Assets are strengths that currently exist, such as employers, schools, historic buildings, community organizations, initiatives, institutions and infrastructure. Asset mapping helps inform the planning process by creating an inventory for preserving, improving or further supporting existing resources. Likewise, policies to implement a long range vision should be designed to harness the advantages created from a community’s unique assets. The South Central Corridor communities have a wealth of amenities, destinations, and unique places this plan intends to preserve and build upon.



PLANNING ELEMENTS + INVESTMENTS

CURRENT CONDITIONS ASSESSMENT

As part of the initial planning process, and to capture the community voice from various city and community planning efforts along the corridor, an Existing Conditions report was created for the South Central Corridor project. The Existing Conditions Report provides an in-depth current state analysis, background, and demographic overview utilizing the six planning element framework below. The following pages provide a brief summary of content extracted from each of the six planning elements, however the complete Existing Conditions report can be found in the **resources** section.



BEST PRACTICE COMMUNITY INVESTMENTS

After the six planning element assessments were completed as part of the Existing Conditions Report, the project team compiled several “Best Practice Community Investment Cards” similarly organized into the six planning elements. This “investment menu” became a foundation for facilitating interactive conversations, education, listening, and learning with the community. The following pages also provide examples of several “Best Practice Community Investments” organized by each of the six planning elements, however the complete “Investments Menu” utilized through this planning process can be found in the **resources** section.

LAND USE



WALKABLE URBAN CENTER

DESCRIPTION:

Walkable Urban Centers are dense, mixed use areas where streets and buildings are designed to prioritize pedestrians and bicyclists. Wide, shaded sidewalks, high capacity transit stations, short block sizes, mid-rise housing, office buildings, shopping, and entertainment destinations are typical characteristics of Walkable Urban Centers.

COMMUNITY BENEFITS:

- Increased Access to Careers and Education
- Enhanced Neighborhood Authenticity and Attractiveness
- Stronger, Opportunity-Rich Local Economy
- Additional Quality, Affordable Neighborhood Choices

WUC

Planning Element Icon

Investment Image

Investment Description

Investment Type

Community Benefits

Investment Icon

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LAND USE

Current Conditions

A Corridor of Stories

From Downtown to South Mountain the corridor radiates energy through its blend of cultures and variety of land uses. From single family homes and small businesses, to warehouse buildings and multi-family housing, from the historic neighborhoods in Central City South to Lolo’s Chicken and Waffles, Gino’s Pizza, and the car shows at South Plaza the vibrancy of the South Central corridor is captured in the histories of its Native, Hispanic, African, and Asian peoples which make up 84% of the population.

Let’s take a walk

Foundational policies and plans demonstrate that the community of South Central wish to protect the corridors natural resources and share prosperity with the legacy of prior generations into the future. The corridor benefits from having an existing grid pattern which naturally tends to be at a more walkable scale. There is a strong entrepreneurial spirit in the corridor with hundreds of local small businesses providing exceptional services and one-of-a-kind goods, and it will only get stronger as vacancies lessen over time. Plenty of scenic resources such as the Rio Salado, Highland and Western Canals, and the nearby South Mountain Regional Park/Preserve, truly have the potential to make South Central a walkers paradise.

BY THE NUMBERS

5.10
square miles

300 + ACRES
of vacant land

THE LAND USE ELEMENT FOCUSES
ON THE SPATIAL PATTERN OF URBAN
DEVELOPMENT, INCLUDING INTENSITY,
DESIGN, BUILDING FORM, AND UNIQUE
PLACE-MAKING CHARACTERISTICS.

Matthew Henson Apartments
Source: TOD Grant Team

LAND USE
Best Practice Community Investments

OVERVIEW

Every community desires investments that come in many forms, shapes, and sizes. All community investments have a unique place and bring unique opportunities. The following "investment cards" provided examples of best practice community investments that when combined begin to articulate community desired changes towards a shared community vision.

Planning — Element Icon

Investment — Image

Investment — Description

Investment Type

Community Benefits

Investment Icon

LAND USE

WALKABLE URBAN CENTER

DESCRIPTION:

Walkable Urban Centers are dense, mixed use areas where streets and buildings are designed to prioritize pedestrians and bicyclists. Wide, shaded sidewalks, high capacity transit stations, short block sizes, mid-rise housing, office buildings, shopping, and entertainment destinations are typical characteristics of Walkable Urban Centers.

COMMUNITY BENEFITS:

- Increased Access to Careers and Education
- Enhanced Neighborhood Authenticity and Attractiveness
- Stronger, Opportunity-Rich Local Economy
- Affordable Neighborhood Choices

WUC

MAIN STREET CORRIDOR

DESCRIPTION: Main Street Corridors are streets with significant commercial and service uses. The environment that is created is a vibrant, pedestrian-friendly, and active ground floor uses such as shops, restaurants, and recreation facilities. The upper floors are typically low-rise housing, retail, offices, and other commercial uses.

COMMUNITY BENEFITS:

- Crime and Safety
- Access to Services
- Authenticity and Character
- Strategic Opportunity-Rich
- Local Economy
- Affordable Housing
- Accessible Neighborhood
- Choice

WALKABLE URBAN NEIGHBORHOOD

DESCRIPTION: Walkable Urban Neighborhoods are dense residential areas with a mix of land uses. The environment that is created is a vibrant, pedestrian-friendly, and active ground floor uses such as shops, restaurants, and recreation facilities. The upper floors are typically low-rise housing, retail, offices, and other commercial uses.

COMMUNITY BENEFITS:

- Crime and Safety
- Access to Services
- Authenticity and Character
- Additional Quality
- Affordable Housing
- Choice

WALKABLE SUBURBAN NEIGHBORHOOD

DESCRIPTION: Walkable Suburban Neighborhoods are low-density residential areas with a mix of land uses. The environment that is created is a vibrant, pedestrian-friendly, and active ground floor uses such as shops, restaurants, and recreation facilities. The upper floors are typically low-rise housing, retail, offices, and other commercial uses.

COMMUNITY BENEFITS:

- Crime and Safety
- Access to Services
- Authenticity and Character
- Additional Quality
- Affordable Housing
- Choice

URBAN INDUSTRIAL ZONE

DESCRIPTION: Urban Industrial Zones are manufacturing and commercial areas that are highly accessible to multiple modes of transportation and public transit. 5, 10, and 15 minute walking distances are typically considered from the center of the zone to the nearest transit station.

COMMUNITY BENEFITS:

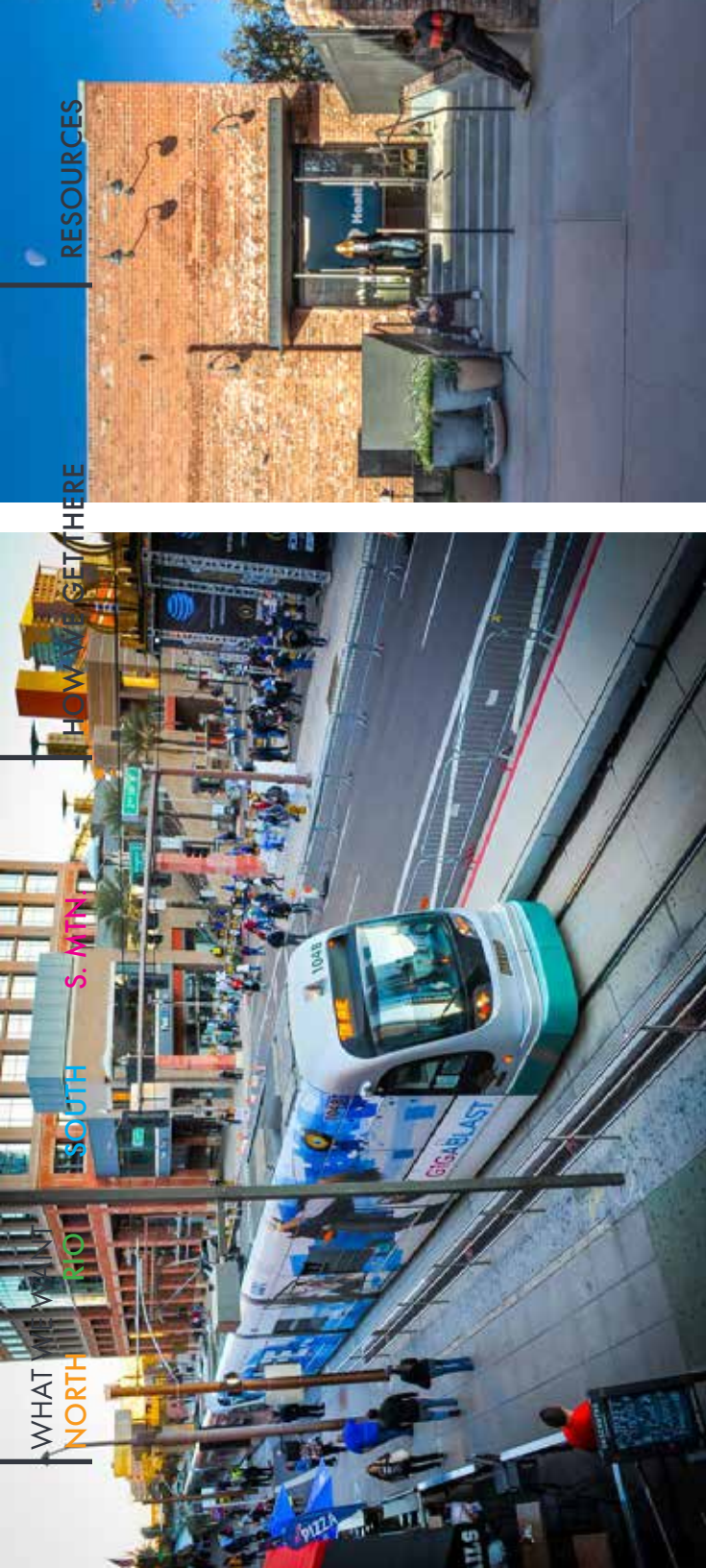
- Crime and Safety
- Access to Services
- Authenticity and Character
- Local Economy

URBAN CAMPUS

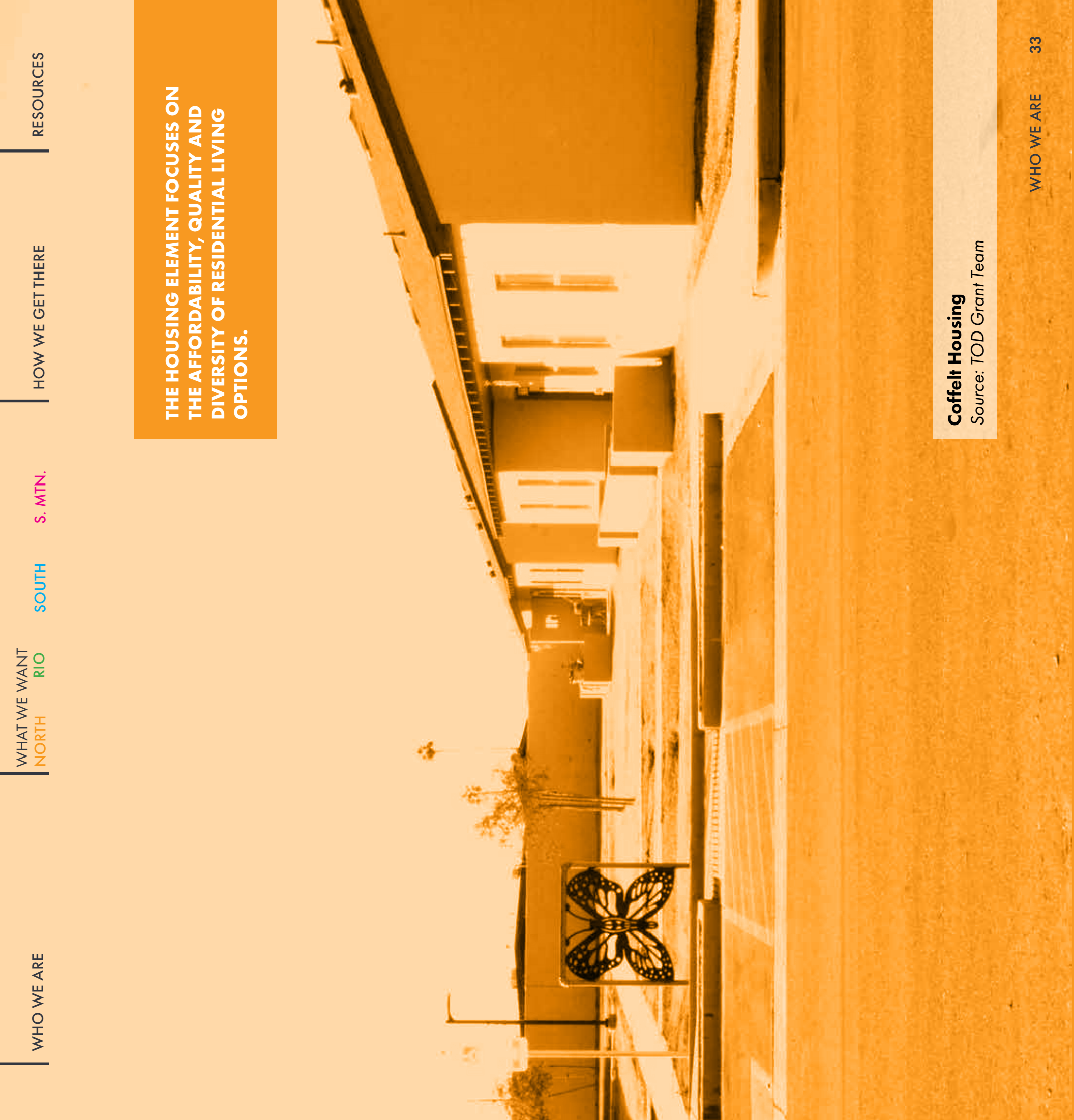
DESCRIPTION: Urban Campuses are health and education areas that are highly accessible to multiple modes of transportation and public transit. 5, 10, and 15 minute walking distances are typically considered from the center of the zone to the nearest transit station.

COMMUNITY BENEFITS:

- Crime and Safety
- Access to Services
- Authenticity and Character
- Local Economy



Additional "investment menu" options can be found in the **resources section**.





HOUSING

Current Conditions

Housing Diversity

Single-family homes account for over 3,100 existing dwellings. Most of the residential subdivisions in the corridor were developed during the valley’s growth boom post World War II—to 1979. The Grant Park Neighborhood and the Roosevelt Place East subdivision are some of the oldest subdivisions in the city of Phoenix and eligible as historic districts. Mobile home parks are one unique housing type found within the corridor making up 15%, or 1100 unit’s of the corridor’s housing stock, multi-family unit’s account for a little less than 2700 unit’s according to the Maricopa County Assessor’s Office.

Housing Burdens

With a renter population comprising 2/3 of the corridor, and more than half of renters spending more than 67% of their earnings on housing and transit combined, affordability is a critical need. Corridor homeowners fair slightly better, but low-income levels, combined with an older housing stock have left many homeowners unable to make necessary repairs, and can lead to substandard housing conditions.

BY THE NUMBERS

67%household earnings are spent on housing + transportation expenses

15%of corridor’s housing stock are within mobile home parks

THE HOUSING ELEMENT FOCUSES ON THE AFFORDABILITY, QUALITY AND DIVERSITY OF RESIDENTIAL LIVING OPTIONS.

Coffelt Housing
Source: TOD Grant Team

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HOUSING

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Every community desires investments that come in many forms, shapes, and sizes. All community investments have a unique place and bring unique opportunities. The following “investment cards” provided examples of best practice community investments that when combined begin to articulate community desired changes towards a shared community vision.

Planning Element Icon

Investment Image

Investment Description

MI

HOUSING MIXED INCOME HOUSING

DESCRIPTION:

Mixed Income Housing is residential development that ensures affordability for a range of incomes and provides opportunities to remain in the same home if a resident's income grows beyond what qualifies for subsidy assistance.

COMMUNITY BENEFITS:

- Additional Quality, Affordable Housing Choices
- Enhanced Neighborhood Authenticity and Attractiveness
- Additional Quality, Affordable Neighborhood Choices

Investment Type

Community Benefits

Investment Icon

WALKABLE URBAN MID RISE

DESCRIPTION:

Walkable Urban Mid Rise is a medium to high density residential development of multi-story buildings, Lofts and Mixed Use Buildings, and Townhomes. Urban Mid Rise Housing

COMMUNITY BENEFITS:

- Additional Quality, Affordable Housing Choices
- Enhanced Neighborhood Authenticity and Attractiveness
- Additional Quality, Affordable Neighborhood Choices

WALKABLE URBAN LOW RISE

DESCRIPTION:

Walkable Urban Low Rise is a medium to moderate density residential development of multi-story buildings, Apartments, Multi-Flexes, Row-Houses, and Townhomes. Compact Single Family Homes are examples of Walkable Urban Low Rise Housing.

COMMUNITY BENEFITS:

- Additional Quality, Affordable Housing Choices
- Enhanced Neighborhood Authenticity and Attractiveness
- Additional Quality, Affordable Neighborhood Choices

CO-HOUSING / MULTI-GENERATIONAL

DESCRIPTION:

Co-Housing are residential buildings that are designed to encourage community, improve quality of life, and efficiency. Air filtration, water conservation, solar shading, solar panels, and green roofs are examples of Housing Revitalization.

COMMUNITY BENEFITS:

- Additional Quality, Affordable Housing Choices
- Enhanced Neighborhood Authenticity and Attractiveness
- Additional Quality, Affordable Neighborhood Choices

HOUSING REVITALIZATION

DESCRIPTION:

Housing Revitalization are residential buildings that are designed to improve quality of life, and efficiency. Air filtration, water conservation, solar shading, solar panels, and green roofs are examples of Housing Revitalization.

COMMUNITY BENEFITS:

- Additional Quality, Affordable Housing Choices
- Enhanced Neighborhood Authenticity and Attractiveness
- Additional Quality, Affordable Neighborhood Choices

PREFABRICATED HOUSING

DESCRIPTION:

Prefabricated Housing is a type of housing that has been developed off-site, either completely or in modules. It can be used for a variety of purposes, including temporary housing, modular housing, and pre-fabricated housing. Prefabricated Housing

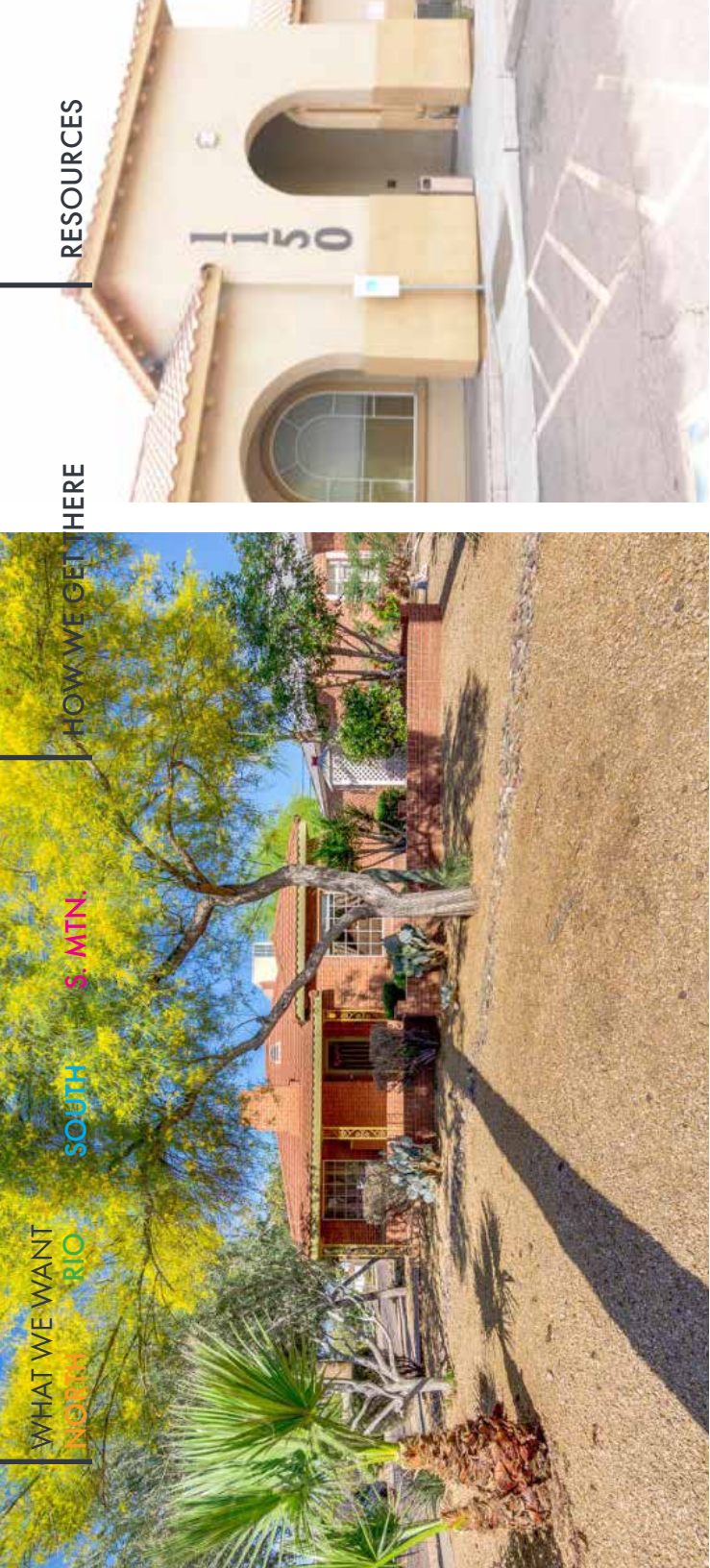
COMMUNITY BENEFITS:

- Additional Quality, Affordable Housing Choices
- Enhanced Neighborhood Authenticity and Attractiveness
- Additional Quality, Affordable Neighborhood Choices

Additional “investment menu” options can be found in the resources section.

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WHO WE ARE





ECONOMIC DEVELOPMENT

Current Conditions

Small Business is Big Business

Annual purchasing power within 1/2 mile of the corridor center is \$250 million; within 2 miles it is \$2 billion. The corridor offers several unique goods, services, and experiences for people to spend money on. With over 438 local businesses in the corridor it is critical that we continue to promote growth of our small businesses so that benefits and profits stay in the community.

Sharing the Wealth

92% of people that live in the corridor and have a job, travel outside of the corridor to get to that job. The corridor has a high number and growth in production, construction, retail, and hospitality jobs. Because new jobs in the corridor will either be accessible through transit or in the immediate community, transportation expenses will possibly reduce for households, raising net income and financial security to a new level.

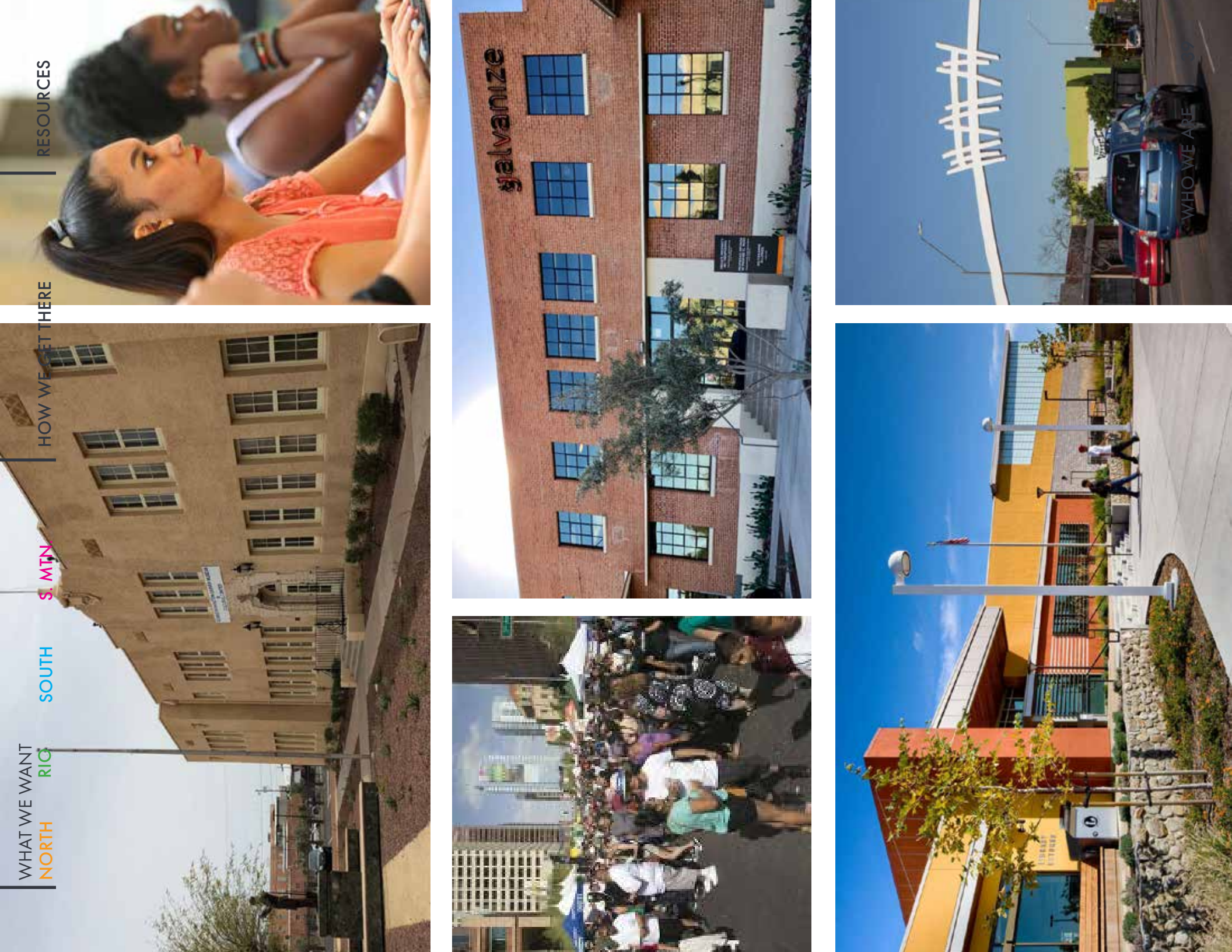
BY THE NUMBERS

92% of employed residents travel outside the corridor for jobs

OVER 400+ Local Businesses in the Corridor

THE ECONOMIC DEVELOPMENT ELEMENT FOCUSES ON THE FINANCIAL PROSPERITY OF BUSINESSES AND RESIDENTS, INCLUDING THE ACCESS TO JOBS, TRAINING AND EDUCATIONAL OPPORTUNITIES.

Travis L. Williams Family Services
Source: TOD Grant Team



ECONOMIC DEVELOPMENT

Best Practice Community Investments

OVERVIEW

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Planning
Element Icon

Investment
Image

Investment
Description



DISTRICT MARKETING PROGRAM



DESCRIPTION:
District Marketing Programs provide promotional activities and marketing to investors for projects that have been identified to help spur economic revitalization in accordance with a community's vision. Branding campaigns, advertising materials, social media, websites, signage, data analysis, government liaison services, and business recruitment activities are typical components of a District Marketing Program.



Investment
Type

Community
Benefits

Investment
Icon



COMMUNITY LEARNING CENTER



DESCRIPTION:
A Community Learning Center provides a safe, secure, and accessible space for children and adults to improve literacy, receive tutoring, and job training. Programs are provided for the community and typically focus on academic subjects, enrichment activities, and career development. Community-based organizations are typically located within public or at neighborhood schools during non-school hours.





QUALITY NEIGHBORHOOD SCHOOL



DESCRIPTION:
A Quality Neighborhood School is a school that is highly valued by the surrounding community. These schools provide a high-quality education and are typically located in areas with high poverty rates. They are often the result of a partnership between parents, teachers, and the community. They provide a variety of after-school programs and summer enrichment activities.





BUSINESS CLUSTER



DESCRIPTION:
A Business Cluster is a concentration of interrelated businesses located within a specific geographic area. These clusters are often the result of a partnership between businesses, government, and the community. They provide a variety of services and products to the community and are often the result of a partnership between businesses, government, and the community.





PUBLIC ART



DESCRIPTION:
Public Art is artwork that is visible to the general public and is often the result of a partnership between artists, government, and the community. It is often used to beautify the community and to provide a variety of services and products to the community.





DAILY LIVING AMENITY



DESCRIPTION:
Daily Living Amenities provide a variety of services and products to the community. They are often the result of a partnership between businesses, government, and the community. They provide a variety of services and products to the community and are often the result of a partnership between businesses, government, and the community.



Additional “investment menu” options can be found in the **resources** section.



HEALTH

Current Conditions

Health Requires Healthy Food

The South Central corridor has six full-service supermarkets that provide healthy food accessibility within ½ mile for the majority of residents. Of the nearly 6,048 corridor households, approximately 2,000 households live further than a 10-minute walk to a supermarket. Most of the supermarkets are concentrated south of Rio Salado.

Put the Creation in Recreation

There are seven city owned parks in the South Central corridor. Only four of the parks have recreation buildings and many of the parks have substantial gaps in the recreational programming they provide. Fifty-two percent of the residents in the corridor are within a ¼ mile from a park meaning there is a great opportunity for the remaining forty eight percent. The Rio Salado Habitat Restoration Area is a prime corridor recreation opportunity at over 595 acres along with 6 trailheads. Tie that with over 30 miles of canal banks and the 16,000-acre regional South Mountain Park/Preserve just outside the corridor and South Central can meet your recreational needs from the Rio to the Mountain.

BY THE NUMBERS

48%
residents are over a 1/4
mile of a park

**2,000
HOUSEHOLDS**
are greater than
10-minute walk
to a supermarket

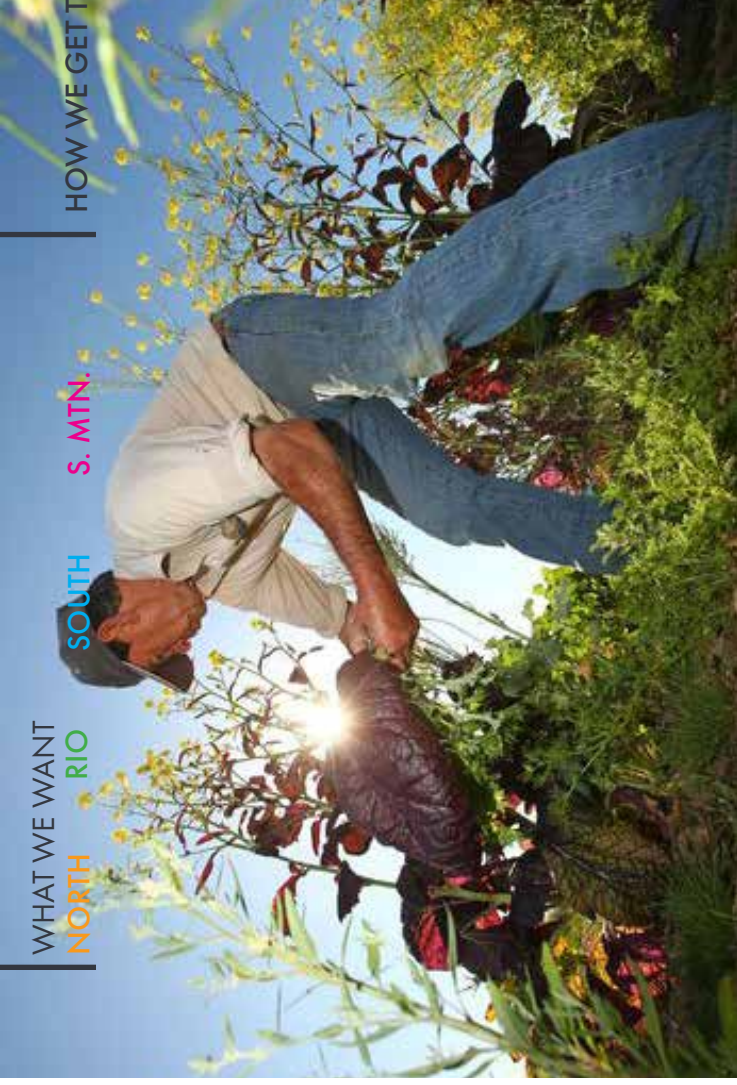
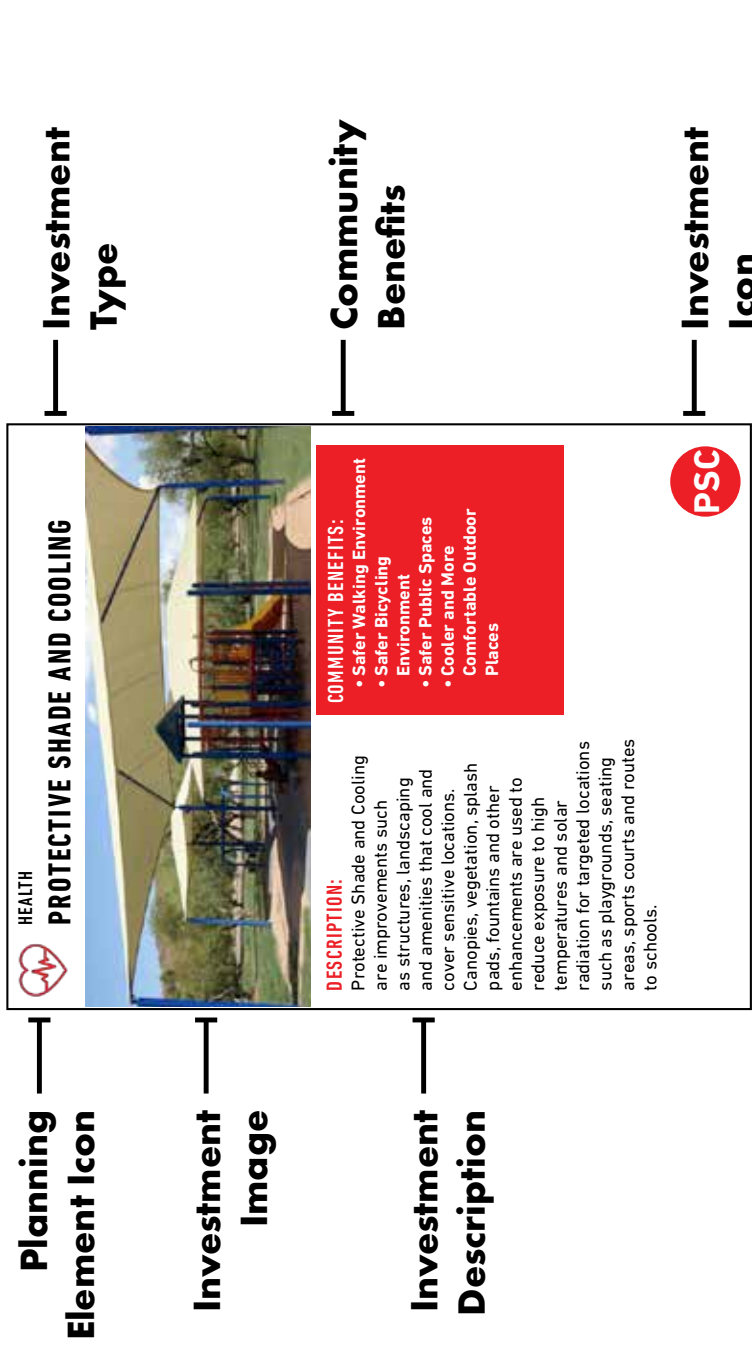
THE HEALTH ELEMENT FOCUSES ON KEY ASPECTS OF THE BUILT ENVIRONMENT THAT IMPACT PUBLIC HEALTH, INCLUDING THE AVAILABILITY OF HEALTHY FOOD, PUBLIC RECREATIONAL AMENITIES, AND SAFE PLACES TO WALK AND BICYCLE.

Phoenix Memorial Center
Source: TOD Grant Team

HEALTH
Best Practice Community

OVERVIEW

Every community desires investments that come in many forms, shapes, and sizes. All community investments have a unique place and bring unique opportunities. The following “investment cards” provided examples of best practice community investments that when combined begin to articulate community desired changes towards a shared community vision.



 HEALTHY	SAFE INTERSECTION 	DESCRIPTION A Safe Intersection is designed to avoid collisions between vehicles and pedestrians by bollards. Depending on the location, bollards can provide a range of improvements to protect pedestrians and increase visibility to crosswalks. Safe intersections can be made with concrete, ADA compliant, curb extensions, bollards, crossing signals, median crossings, and bollards and signals that allow residents to cross a sufficient amount of time to cross.	COMMUNITY BENEFITS • Safe Bicycling • Safe Pedestrian • Safe Public Spaces • Quality Transportation • Low Cost Transportation	COMMUNITY BENEFITS • Safe Bicycling • Safe Pedestrian • Safe Public Spaces • Quality Transportation • Low Cost Transportation	CS
 HEALTHY	TRAFFIC CALMING 	DESCRIPTION Traffic Calming is a technique that slows a way of physical space to reduce the speed of vehicular traffic in order to improve safety for pedestrians and bicyclists. Traffic Calming can include a variety of measures such as parking signage, colored pavement, bollards, and other measures.	COMMUNITY BENEFITS • Safe Bicycling • Safe Pedestrian • Safe Public Spaces • Quality Transportation • Low Cost Transportation	COMMUNITY BENEFITS • Safe Bicycling • Safe Pedestrian • Safe Public Spaces • Quality Transportation • Low Cost Transportation	TC
 HEALTHY	MERCADO 	DESCRIPTION A Market is a large outdoor market, typically over 60,000 square feet, with a large number of small, locally owned vendors. Markets are major community gathering places for fresh produce, customer traffic for surrounding businesses and a place for people to see and small scale eating programs.	COMMUNITY BENEFITS • Safe Bicycling • Safe Pedestrian • Safe Public Spaces • Quality Transportation • Low Cost Transportation	COMMUNITY BENEFITS • Safe Bicycling • Safe Pedestrian • Safe Public Spaces • Quality Transportation • Low Cost Transportation	M
 HEALTHY	ACTIVE FRONTAGES 	DESCRIPTION An Active Frontage is the portion of a building adjacent to a street that is designed with elements that encourage pedestrian activity and additional storefronts of sidewalk and other public space that encourage pedestrian activity, windows, patios, and other public space that encourage pedestrian activity.	COMMUNITY BENEFITS • Safe Bicycling • Safe Pedestrian • Safe Public Spaces • Quality Transportation • Low Cost Transportation	COMMUNITY BENEFITS • Safe Bicycling • Safe Pedestrian • Safe Public Spaces • Quality Transportation • Low Cost Transportation	AF
 HEALTHY	COMMUNITY FRONTS 	DESCRIPTION A Community Front is the portion of a building adjacent to a street that is designed with elements that encourage pedestrian activity and additional storefronts of sidewalk and other public space that encourage pedestrian activity, windows, patios, and other public space that encourage pedestrian activity.	COMMUNITY BENEFITS • Safe Bicycling • Safe Pedestrian • Safe Public Spaces • Quality Transportation • Low Cost Transportation	COMMUNITY BENEFITS • Safe Bicycling • Safe Pedestrian • Safe Public Spaces • Quality Transportation • Low Cost Transportation	CF

Additional "investment menu" options can be found in the **resources section**.



MOBILITY

Current Conditions

Choose Transit

The average household in the corridor owns 1.23 vehicles. Creating more walkable neighborhoods to provide access to daily amenities and places of employment can drastically reduce dependence on automobiles and free up money for residents to spend on other uses. This is especially important for the 28% of residents living in South Central that do not own or lease a vehicle. Affordability and convenience will make getting to where one needs to go easier than ever and make choosing transit a clear winner.

Safety First

In order to promote walkability, an area needs to be safe to walk. There are approximately 91.9 miles of streets in the corridor. Many streets need resident and Capitol Improvement Project driven investments such as sidewalks, ADA upgrades, lighting, shade, and bike lanes. The corridor’s two (2) mobility study areas conducted by the city’s Street Transportation Department can provide valuable data and connections to resources to help implement walkability and pedestrian safety enhancements.

BY THE NUMBERS

28%
residents do not own or lease a vehicle

91.9 MILES
of Streets

THE MOBILITY ELEMENT FOCUSES ON THE MOVEMENT OF PEOPLE AND GOODS, INCLUDING THE AVAILABILITY OF QUALITY MULTI-MODAL TRANSPORTATION OPTIONS.

Central + Southern Avenue Intersection
Source: TOD Grant Team

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MOBILITY Best Practice Community Investments		
OVERVIEW Every community desires investments that come in many forms, shapes, and sizes. All community investments have a unique place and bring unique opportunities. The following “investment cards” provided examples of best practice community investments that when combined begin to articulate community desired changes towards a shared community vision.		
Planning Element Icon		Investment Type
Investment Image		Community Benefits
Investment Description	MOBILITY PASEO DESCRIPTION: A Paseo is a pedestrian-only walkway, typically 20–40 feet in width, that provides open space, building access and enhanced pedestrian circulation for neighborhoods. Paseos can be used to provide connections through long blocks where options for constructing new streets are difficult or cost prohibitive. COMMUNITY BENEFITS: • Safer Walking Route • Safer Bicycling Route • Additional Choices for High Quality, Convenient and Low Cost Transportation • Enhanced Neighborhood Authenticity	Investment Icon



		DESCRIPTION: An Enhanced Bus Stop is a transit stop designed to encourage transit use by improving the safety and accessibility for walking riders. These stops provide a shelter, seating, and may include vertical shade panels, water receptacles, solar-powered lighting, schedule information, and other amenities. Permeable paving, drinking fountains, and other features that help keep them cool.	COMMUNITY BENEFITS: • Additional Choices for High Quality, Convenient and Low Cost Transportation • Enhanced Neighborhood Authenticity	
		DESCRIPTION: A Multi-Modal Street is a street that accommodates all transportation modes, including pedestrians, bicycles, and transit. These streets are designed to be safe and of quality that is consistent with the existing or planned street context, including water receptacles, solar-powered lighting, and other amenities.	COMMUNITY BENEFITS: • Safer Walking Route • Safer Bicycling Route • Additional Choices for High Quality, Convenient and Low Cost Transportation	
		DESCRIPTION: An Urban Circulator is a small bus or streetcar that connects major destinations such as schools, major employers, healthcare facilities, and government buildings. Urban Circulators are often planned as short-loop routes that serve high-density areas and stop more frequently than other transit services.	COMMUNITY BENEFITS: • Additional Choices for High Quality, Convenient and Low Cost Transportation • Enhanced Neighborhood Authenticity	
		DESCRIPTION: A Bike Center is an indoor facility that provides services for bicycles such as repairs, maintenance, and parts and repair. Bike Centers are generally located at an intersection or along a major bicycle route and a major transportation hub.	COMMUNITY BENEFITS: • Additional Choices for High Quality, Convenient and Low Cost Transportation • Enhanced Neighborhood Authenticity	
		DESCRIPTION: Wayfinding Signage are small signs that provide information and directions to major destinations and landmarks. These signs are placed in key locations, such as along major bike routes, transit hubs, and other high-traffic areas.	COMMUNITY BENEFITS: • Additional Choices for High Quality, Convenient and Low Cost Transportation • Enhanced Neighborhood Authenticity	

Additional “investment menu” options can be found in the **resources** section.

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GREEN SYSTEMS

Best Practice Community Investments

OVERVIEW

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Planning Element Icon

Investment Image

Investment Description

GREEN SYSTEMS

NATURAL SHADING + COOLING

DESCRIPTION:

Natural Shading and Cooling includes trees and other vegetation that help cool the environment, reduce the urban heat island, and promote biodiversity by lowering surface and air temperatures through evapotranspiration and shade. Shaded surfaces can be 20-45 degrees F cooler than non-shaded areas. Natural Cooling is most useful when located in strategic places such as patios, parks, primary walking routes and within dense neighborhoods.

COMMUNITY BENEFITS:

- More Efficient Water Management
- Cleaner Groundwater Supply
- Cooler and More Comfortable Outdoor Places
- Additional Neighborhood Amenities
- Improved Access to Recreation

NS

Investment Icon

Community Benefits

GREEN SYSTEMS

NATURAL SHADING + COOLING

DESCRIPTION:

Natural Shading and Cooling includes trees and other vegetation that help cool the environment, reduce the urban heat island, and promote biodiversity by lowering surface and air temperatures through evapotranspiration and shade. Shaded surfaces can be 20-45 degrees F cooler than non-shaded areas. Natural Cooling is most useful when located in strategic places such as patios, parks, primary walking routes and within dense neighborhoods.

COMMUNITY BENEFITS:

- More Efficient Water Management
- Cleaner Groundwater Supply
- Cooler and More Comfortable Outdoor Places
- Additional Neighborhood Amenities
- Improved Access to Recreation

GP

WHAT WE WANT

NORTH

RIO

SOUTH

S. MTN.

HOW WE GET THERE

RESOURCES

WHO WE ARE

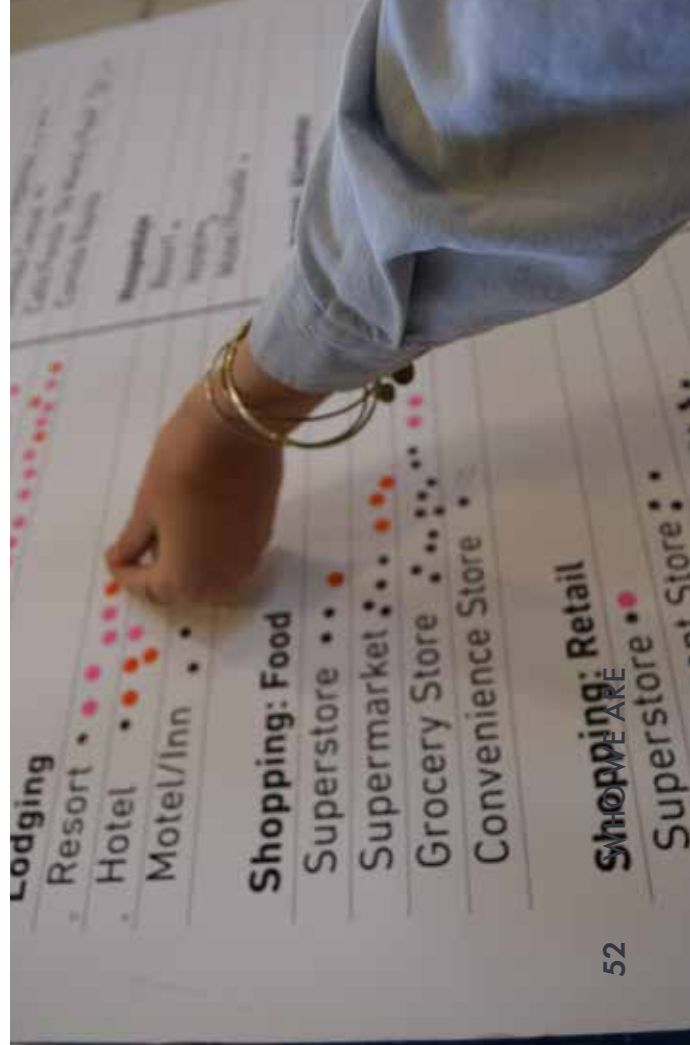
51

Additional “investment menu” options can be found in the **resources** section.

50 WHO WE ARE

PUBLIC PARTICIPATION

**"MEETING THE COMMUNITY
MEMBERS WHERE THEY ARE."**



TOD GRANT TEAM OVERVIEW

TOD Grant Team

The Transit Oriented Development (TOD) Grant Team began work in collaboration with the City of Phoenix on the South Central project in May 2018. The Transit Oriented Development (TOD) Grant Team includes seven organizations: Promise Arizona, Gould Evans, Center for Neighborhood Technology (CNT), Wilson & Company, Local First, Friendly House, and Hustle Phoenix. Their efforts have been focused on three project areas: Outreach, Business Assistance and Transit Oriented Development (TOD) Planning.

Project Area

The geographical area of the project is the South Central Corridor. The corridor boundaries vary depending on the specific project focus area. The planning activities are focused on the area between 7th Avenue and 7th Street from Jefferson to South Mountain Avenue; The Business Assistance service area lies within 3rd Avenue and 3rd Street, between Van Buren Street and Baseline Road.

Outreach Approach

Outreach was a broad-based category supporting both the Business Assistance and Transit Oriented Development (TOD) planning efforts, with the main objective of listening to the concerns and aspirations of community members, documenting them, and inspiring participation from community members to help plan for their future community. The planning goal was to engage a minimum of 100 people per station stop through the combination of all methods of outreach for the planning process.

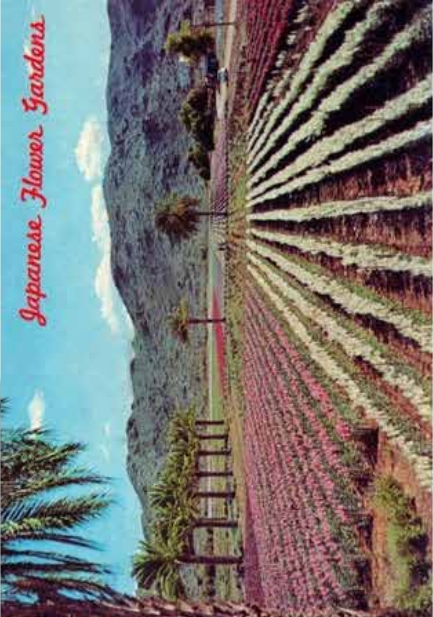
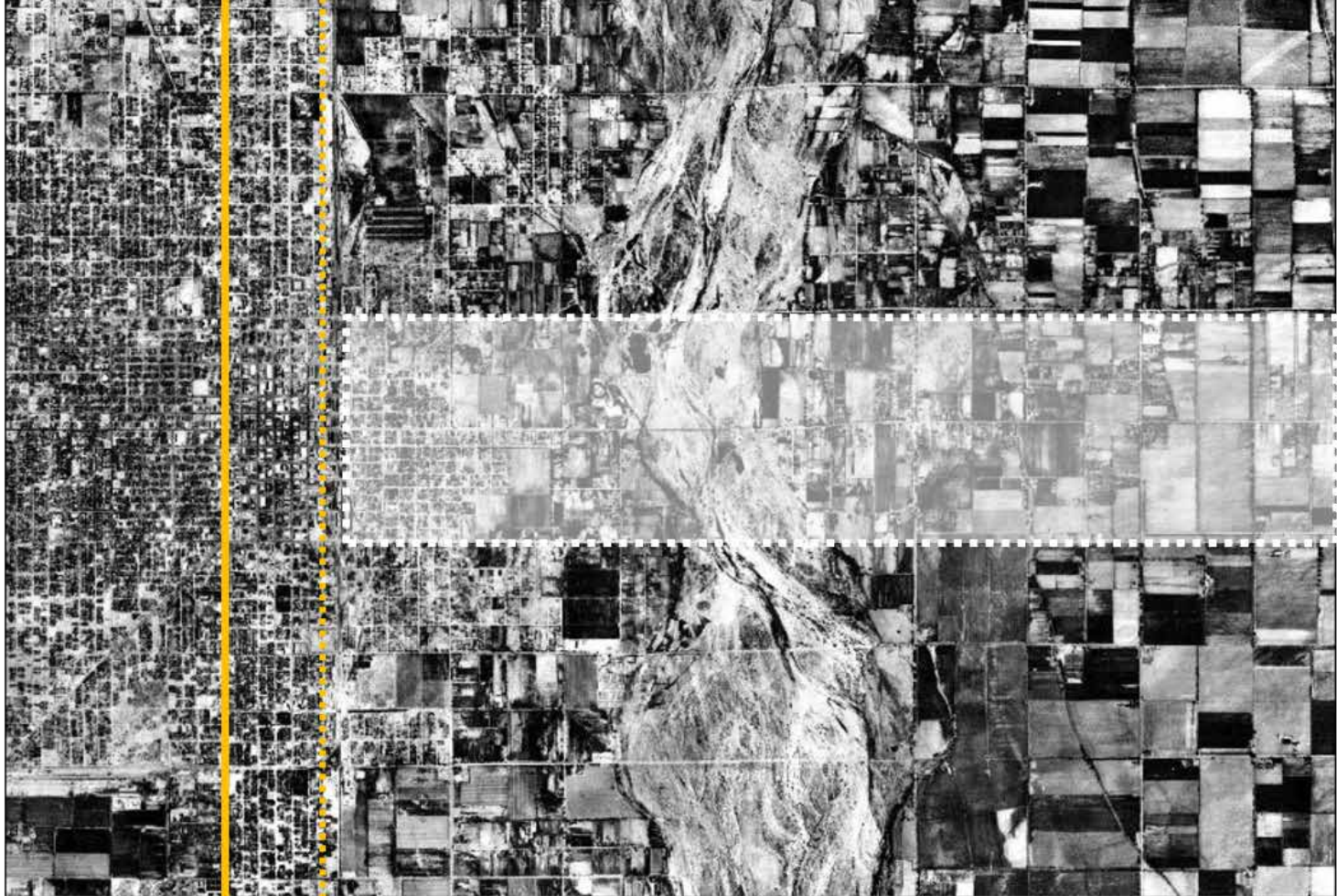
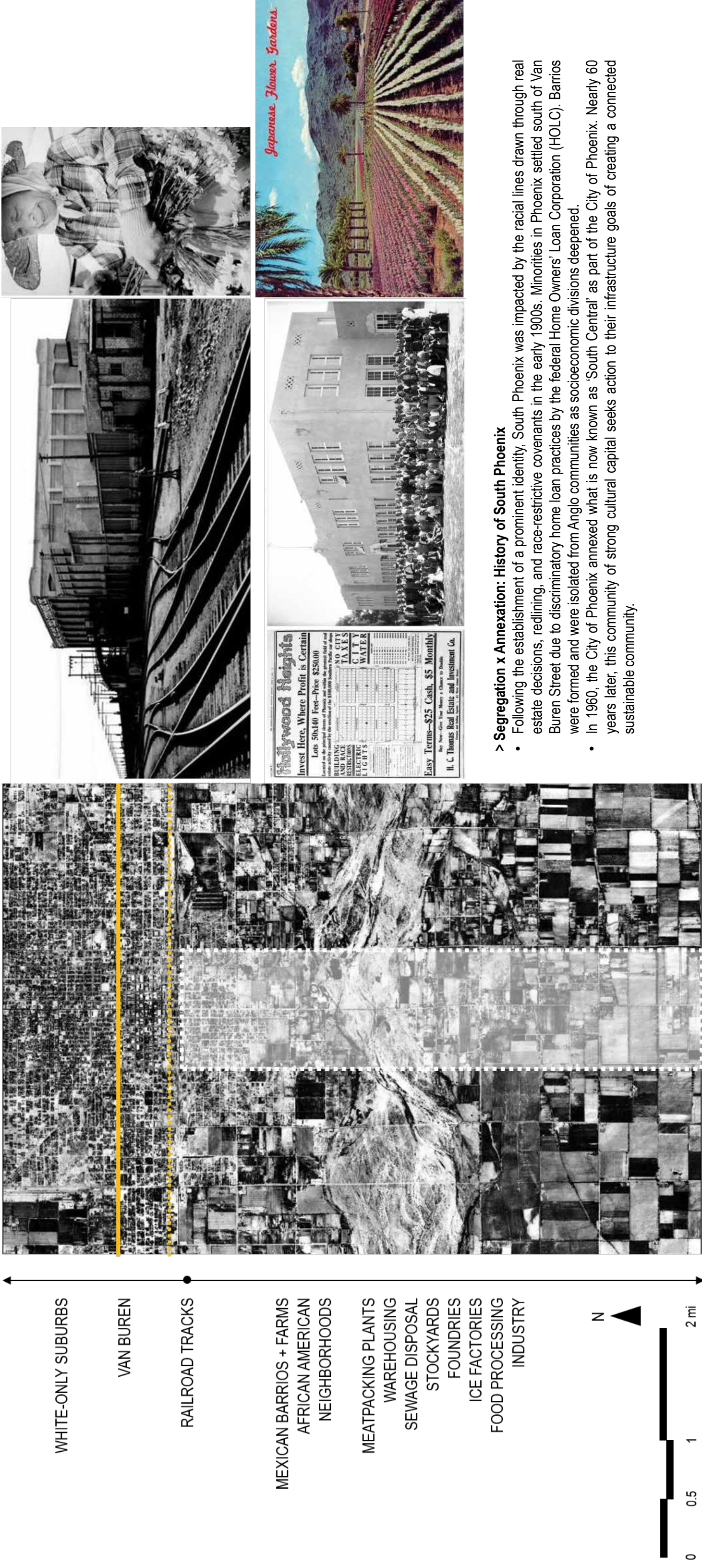
Visioning Approach

The Transit Oriented Development (TOD) Grant Team reached people by meeting the community members where they were and by attending events in the South Central community to allow community members to conveniently provide input through a variety of engagement methods and participate in visioning exercises and activities. This public engagement and outreach strategy has served the project well. The following pages represent several aspects of the TOD Grant team work that contributed to this South Central community vision and plan, for more complete documentation please see the “South Central Transit Oriented Development Business Assistance + Land Use Planning” Executive Summary in the **resources** section.



HISTORIC FACTORS

TOD GRANT TEAM OVERVIEW



> Segregation x Annexation: History of South Phoenix

- Following the establishment of a prominent identity, South Phoenix was impacted by the racial lines drawn through real estate decisions, redlining, and race-restrictive covenants in the early 1900s. Minorities in Phoenix settled south of Van Buren Street due to discriminatory home loan practices by the federal Home Owners' Loan Corporation (HOLC). Barrios were formed and were isolated from Anglo communities as socioeconomic divisions deepened.
- In 1960, the City of Phoenix annexed what is now known as 'South Central' as part of the City of Phoenix. Nearly 60 years later, this community of strong cultural capital seeks action to their infrastructure goals of creating a connected sustainable community.

PUTTING PEOPLE FIRST

TOD GRANT TEAM OVERVIEW



> Put People First + Listen

Methodology started with building on the work of local non-profit partners that have been embedded in the community for decades, paired with national researchers. Outreach tactics began by employing analog and technological approaches to bridge multilingual door-to-door outreach, with big data analytical tools that inform the field work, including door-to-door conversations and assessments, phone banking, and business assistance outreach.

PLANNING TOGETHER

TOD GRANT TEAM OVERVIEW



> Planning, Together

Through a 10-month initiative of ‘meeting the community where they are’, a multilingual educational campaign was launched highlighting “Did you Know” facts that provided information about the benefit of reducing expenses and increasing affordability through transit. The campaign promoted topics that were prioritized by the community including affordability, local development, regional access and walkability.

This initiative provided the community with proper tools to encourage participation and plan for a better future together.

COMMUNITY REACH

TOD GRANT TEAM OVERVIEW

COMPLETED SURVEYS ACROSS GEOGRAPHICAL AREAS



Lincoln: **47** Buckeye: **90** Audubon: **23** Broadway: **150** Roeser: **105** Southern: **167** Baseline: **138**

31
LOCAL ORGANIZATIONS

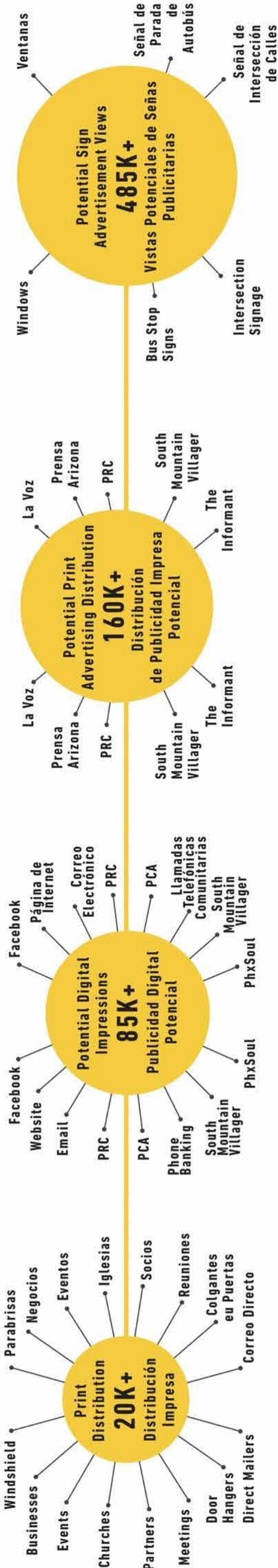
7,473
DOORS KNOCKED

400
BUSINESSES CONTACTED

737
RESIDENTIAL ASSESSMENTS

10
PUBLIC WORKSHOPS

68
ROAD SHOWS



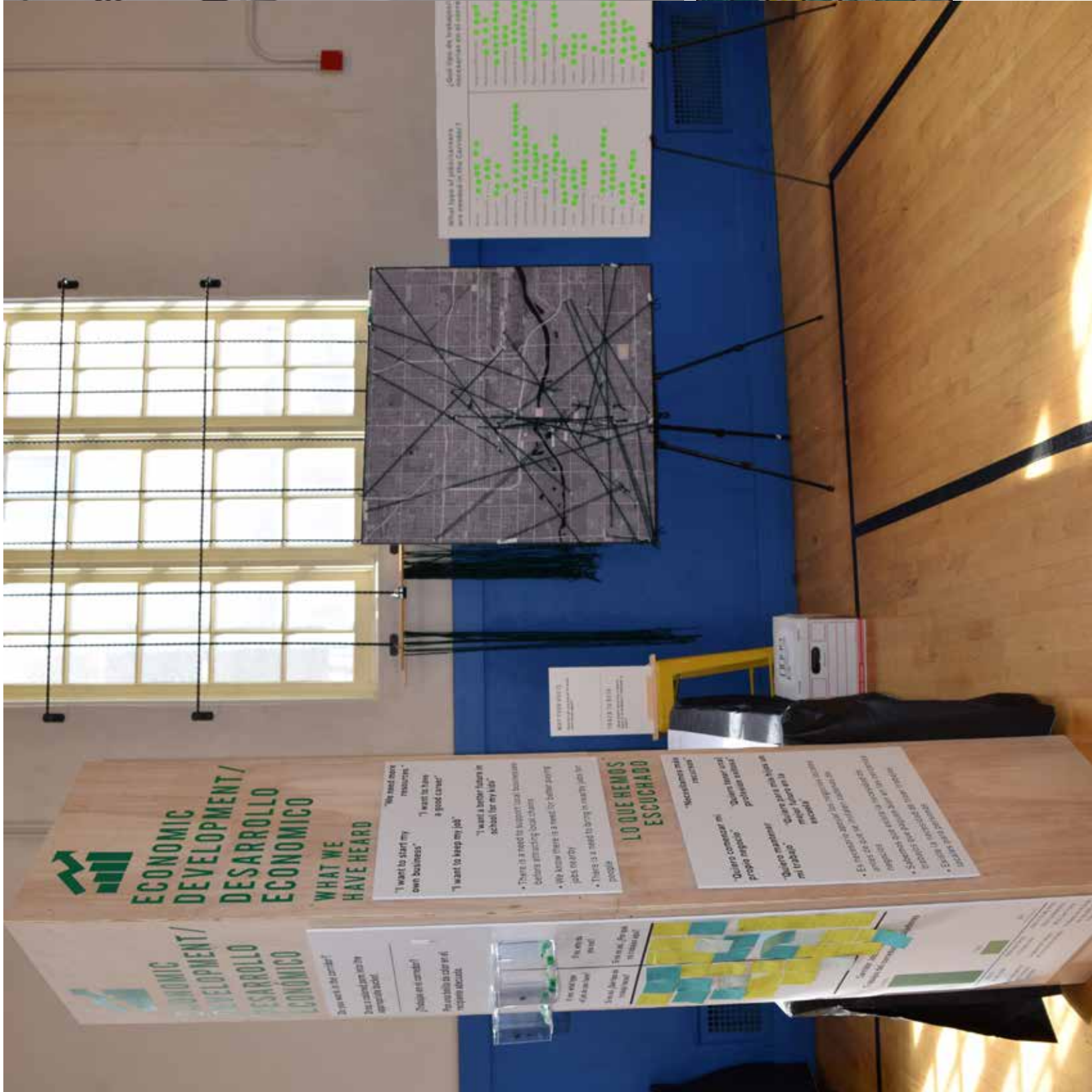
*Calculation methods available upon request
*Los metodos de medición están disponibles a petición

> Reach

Within the span of a year and a half, our team has knocked on over **10,000 doors**, completed over **700 residential assessments**, contacted over **400 businesses**, attended/presented at nearly **70 events/meetings**, hosted **two series of community planning workshops** which ultimately led to an initial draft of a community driven plan.

COMMUNITY INPUT

TOD GRANT TEAM OVERVIEW



> Meeting The Community Where They Are

For the last year and a half, the TOD Grant team, a collaborative of eight professional firms and local non-profit organizations has shared the trajectory, challenges and opportunities to empower a community to formulate their own goals and envision a future leveraging their cultural capital.

COMMUNITY PRIORITIZED INVESTMENTS

TOD GRANT TEAM OVERVIEW

GREEN SYSTEMS NEIGHBORHOOD RETENTION  DESCRIPTION: A neighborhood retention area is a stormwater facility located in a neighborhood that may function as a park, golf course, or other open space when dry. These facilities help manage stormwater runoff, provide evaporative cooling and additional irrigation for vegetation and help enable transit oriented development to reduce on-site storm water retention. COMMUNITY BENEFITS: • More Efficient Water Management • Green Infrastructure • Supply Green Spaces • Cooler and More Pleasant Outdoor Spaces • Attractable Neighborhood Amenities NR	TECHNOLOGY DEVELOPMENT PUBLIC ART  DESCRIPTION: Public art is a work of art that is placed in a public space, often in a neighborhood, to enhance the community and provide a sense of place. It can be a sculpture, a mural, or a large-scale installation. COMMUNITY BENEFITS: • Attractable Neighborhood Amenities • Artistic Expression PA	MOBILITY MULTI MODAL STREET  DESCRIPTION: A Multi-Modal Street is a street that is designed to accommodate all modes of transportation, including pedestrians, bicycles, vehicles and transit - at a level of quality that is consistent with its existing or planned use context. COMMUNITY BENEFITS: • Safe Walking Routes • Attractable Neighborhood Amenities • Additional Choices for High Quality, Convenient and Low Cost Transportation MM	HEALTH FULL SERVICE GROCERY STORE  DESCRIPTION: A Full Service Grocery Store is a store that provides a wide range of food products, including fresh produce, meat, and dairy, to the community. It is a key component of a healthy neighborhood. COMMUNITY BENEFITS: • Improved Access to Healthy Food • Attractable Neighborhood Amenities • Increased Job Opportunities FS
LAND USE PREFABRICATED HOUSING  DESCRIPTION: Prefabricated housing is a type of housing that is built in a factory and then transported to the site. It is a fast and efficient way to build housing, and it can be used to create a variety of housing types, from single-family homes to multi-family units. COMMUNITY BENEFITS: • Attractable Neighborhood Amenities • Increased Job Opportunities PH	HEALTH URGENT CARE FACILITIES  DESCRIPTION: Urgent care facilities are medical facilities that provide care for non-emergency medical conditions. They are a key component of a healthy neighborhood. COMMUNITY BENEFITS: • Improved Access to Healthcare • Attractable Neighborhood Amenities UC	MOBILITY PASEO  DESCRIPTION: A Paseo is a pedestrian-friendly street that is designed to be a safe and pleasant place to walk. It is a key component of a healthy neighborhood. COMMUNITY BENEFITS: • Improved Access to Healthcare • Attractable Neighborhood Amenities P	ECONOMIC DEVELOPMENT ADAPTIVE REUSE DEVELOPMENT  DESCRIPTION: Adaptive reuse development is a type of development that involves converting an existing building into a new use. It is a key component of a healthy neighborhood. COMMUNITY BENEFITS: • Attractable Neighborhood Amenities • Increased Job Opportunities AR
GREEN SYSTEMS WATER CAPTURE + REUSE  DESCRIPTION: Water capture and reuse is a system that collects rainwater and uses it for irrigation, flushing, and other non-potable uses. It is a key component of a healthy neighborhood. COMMUNITY BENEFITS: • More Efficient Water Management WC	LAND USE WALKABLE URBAN NEIGHBORHOOD  DESCRIPTION: Walkable Urban Neighborhoods are dense residential areas where streets and buildings are designed to promote walking and biking. They are a key component of a healthy neighborhood. COMMUNITY BENEFITS: • Attractable Neighborhood Amenities • Increased Job Opportunities WUN	ECONOMIC DEVELOPMENT PASEO  DESCRIPTION: A Paseo is a pedestrian-friendly street that is designed to be a safe and pleasant place to walk. It is a key component of a healthy neighborhood. COMMUNITY BENEFITS: • Improved Access to Healthcare • Attractable Neighborhood Amenities P	ECONOMIC DEVELOPMENT ADAPTIVE REUSE DEVELOPMENT  DESCRIPTION: Adaptive reuse development is a type of development that involves converting an existing building into a new use. It is a key component of a healthy neighborhood. COMMUNITY BENEFITS: • Attractable Neighborhood Amenities • Increased Job Opportunities AR

> Community Identified Investments

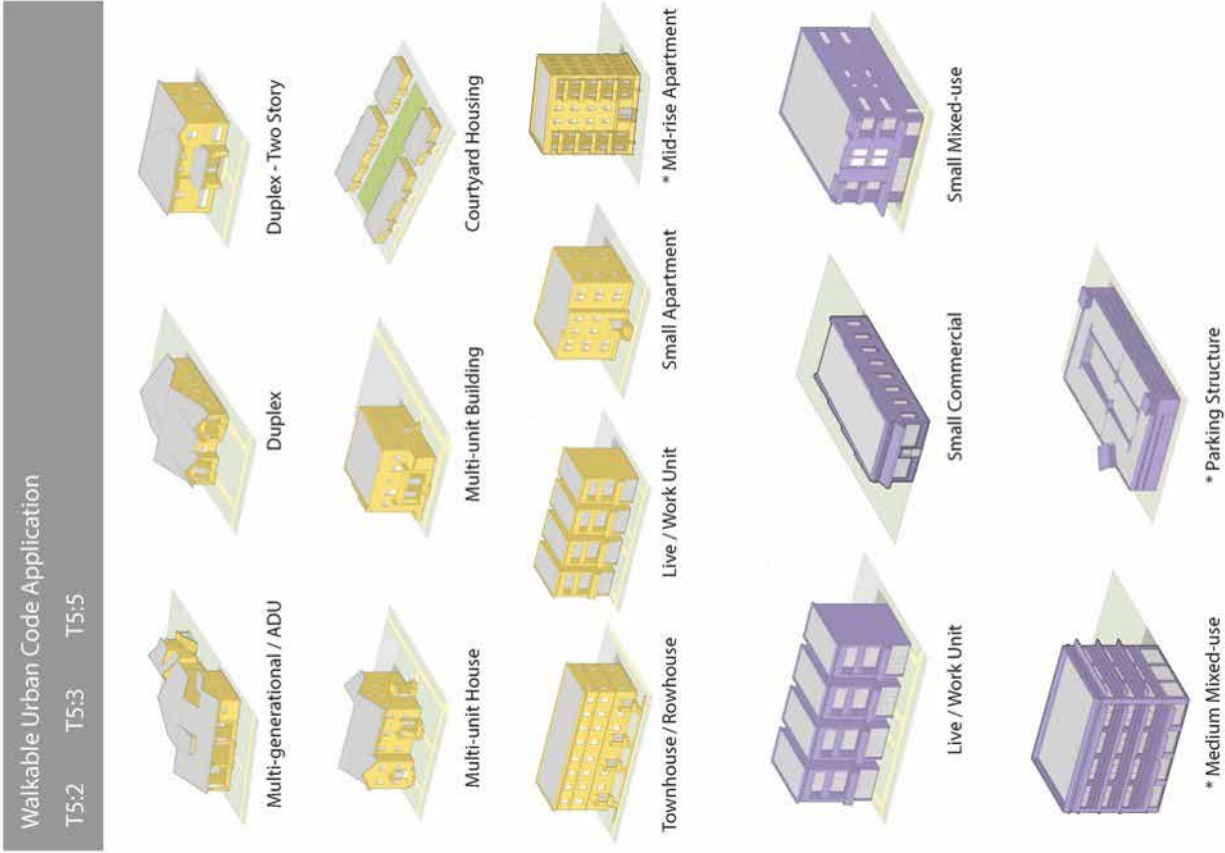
62 cards in six categories were used to geolocate potential investments identified by the community. Investments identified included neighborhood retentions, multi modal streets, parking reductions, walkable urban neighborhoods and water capture and reuse.

BUILDING + HOUSING

TYPOLOGIES

TOD GRANT TEAM OVERVIEW

Zoning + Building/Housing Typologies | Missing Middle



> Urban Walkable Code Application

The Application of the Walkable Urban (WU) Code creates a more walkable, urban pattern of development along the light rail corridor while reducing the emphasis on and need for parking while focusing on implementing typologies respectful of the existing neighborhoods while meeting the needs of the community.

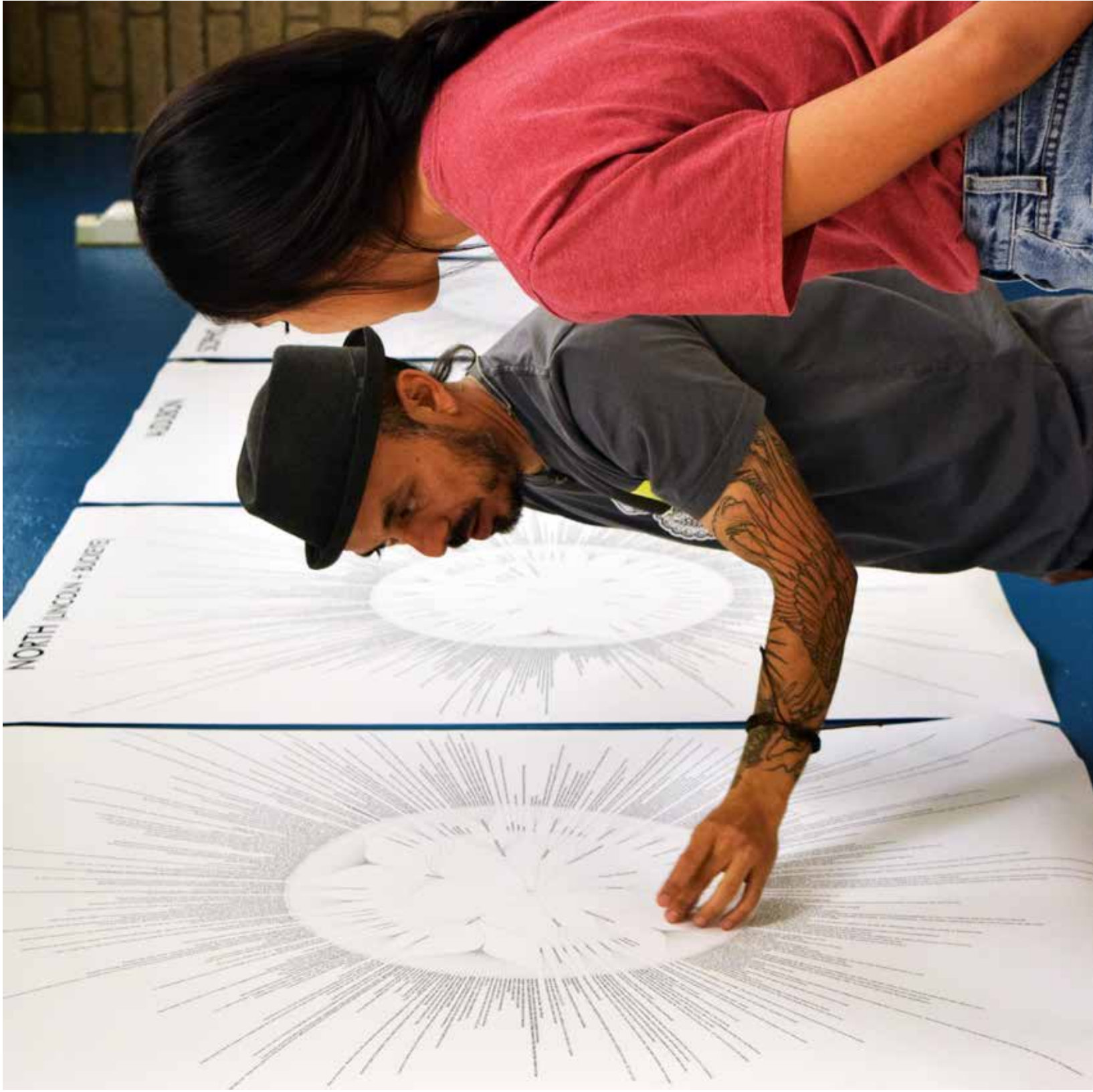
Broadway Station | Minor Urban Center



Overall the methodology and planning approach is transferable to other communities preparing for a similar investment. It is also applicable to new development that desires to create access, place and value through compact, connected, diverse development patterns through policy and practice.

VISION THEMES

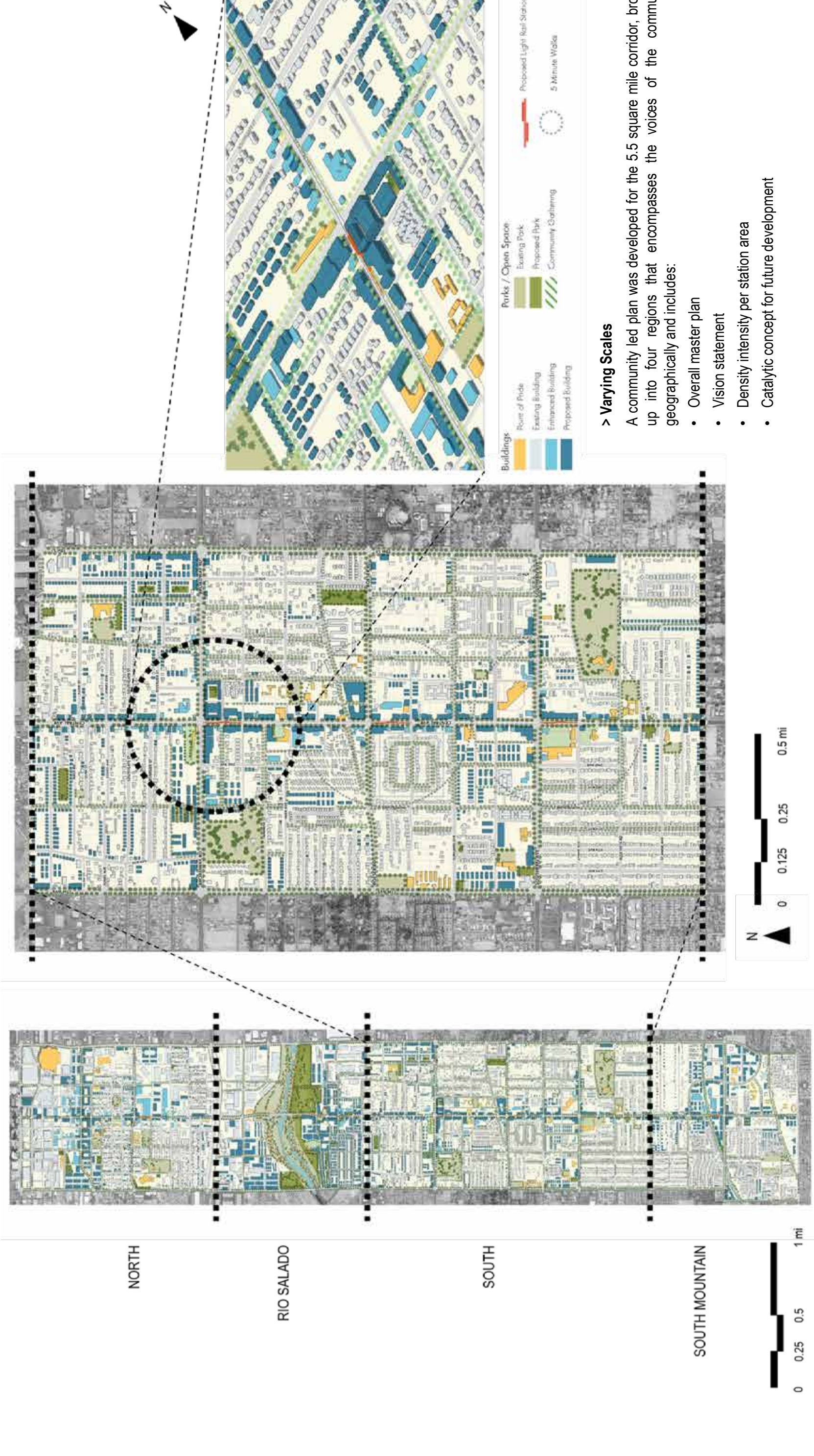
TOD GRANT TEAM OVERVIEW



- > Emerging Overall Themes
 - Environmentally Equitable Compact Community
 - Sustainability and Resiliency – reducing vulnerability
 - Stabilization of neighborhoods is necessary, blending new economic development
 - Areas at risk of displacement were identified by input and technical analysis
 - Desire for range of housing options and affordability are key + mixed income is desirable
 - Desire for incremental change and growth in an appropriate way
 - Authentic regional destination that supports local businesses and shares culture
 - Improved parks and South Mountain access is important
 - Community would walk / bike more if there was shade, lighting, safe sidewalks
 - Desire for more jobs in health, education, service, industrial, tech. opportunities

ILLUSTRATIONS

TOD GRANT TEAM OVERVIEW



ROAD SHOW

TOD GRANT TEAM OVERVIEW



> Meeting the Community Members Where They Are

The Transit Oriented Development (TOD) Grant Team reached people by meeting the community members where they were and by attending events in the South Central community to allow community members to conveniently provide input through a variety of engagement methods and participate in exercises. This strategy has served the outreach and engagement efforts well.

BUSINESS ASSISTANCE

TOD GRANT TEAM OVERVIEW

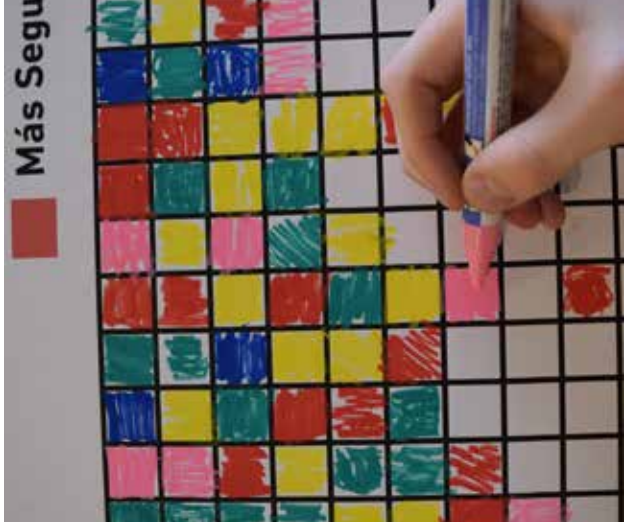


> Meeting the Community Members Where They Are

In parallel with the planning effort, the TOD team worked with businesses within the project boundary area, preparing business owners at multiple phases of the light rail extension construction. The goal of the Business Assistance team was to connect with each business to conduct and assessment of their needs and build a plan to work towards obtaining those goals.

COMMUNITY PLANNING WORKSHOP SERIES #1

TOD GRANT TEAM OVERVIEW



> Share Your Vision For the Future

The first series of workshops were located at the Carver Museum and Cultural Center, in the northern section of the corridor. Six large exhibits were set up around the workshop space which included a variety of innovative, unique, and creative engagement methods designed to gather community feedback, all related to the planning elements. Other activities included story capturing and youth engagement.

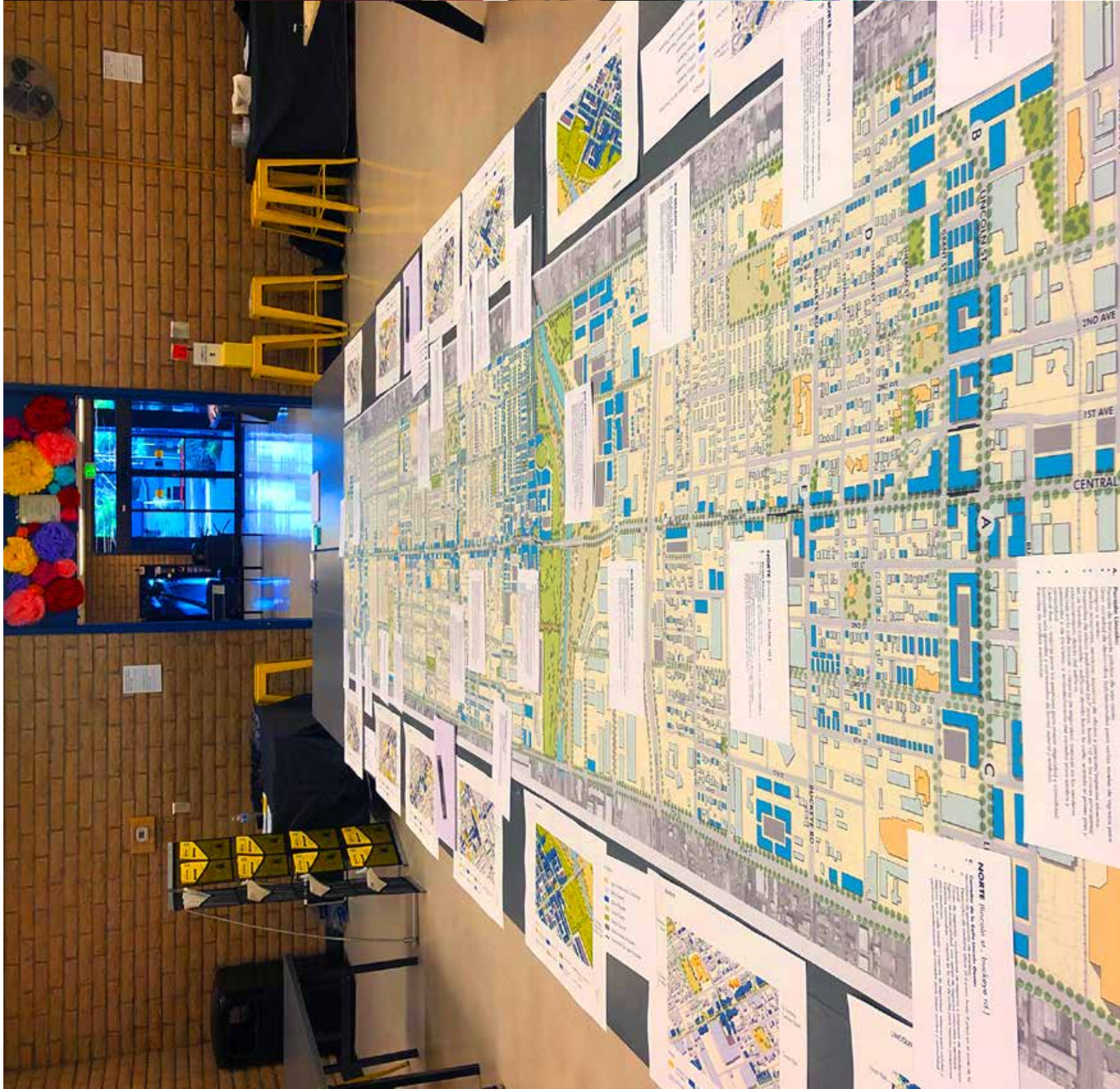
COMMUNITY PLANNING WORKSHOP SERIES #2

TOD GRANT TEAM OVERVIEW



> See Your Vision For the Future

The second series of workshops were located at the South Mountain Community Center, in the southern section of the corridor. Community members were asked to identify investment types related to the six planning elements that should be considered throughout the various station areas within the South Central corridor. Each table was provided a deck of investment cards that the community members could look through and place on the map.



> Did We Hear You?

Two public events, located at Academia Del Pueblo and the South Mountain Community Center, were organized by the TOD team to present the conceptual drawings following the community planning effort for the past year. The presentations demonstrated a reflection of key ideas and a compilation of the community vision that was shared and documented throughout the planning process. The public events allowed for discussion and comments from the community.

PARTNERING MEETINGS

TOD GRANT TEAM OVERVIEW

Community Resource Guide V1

SOUTH CENTRAL TRANSIT ORIENTED DEVELOPMENT (TOD) BUSINESS ASSISTANCE AND LAND USE PLANNING

The Transit Oriented Development (TOD) team collaborated with community organizations to develop this community resource guide. This guide is meant to be a reference for community members who are seeking information on services including, but not limited to, adult education, business development, childcare, civic participation, employment services, and immigrant services. We acknowledge that this guide is not all inclusive, but it is a working document that is updated regularly to include new organizations and services.

Transit Oriented Development Team

Premise Arizona
Could Evans
Center for Neighborhood Technology / CNT
Wilson & Company
Local Flat
Friendly House
Humble Phoenix

602-600-7616

todinfo@toddph.org

Community Resource Guide V1

SOUTH CENTRAL TRANSIT ORIENTED DEVELOPMENT (TOD) BUSINESS ASSISTANCE AND LAND USE PLANNING

ADULT EDUCATION

- Emmett McLoughlin Community Training & Education Center
- ESL program at South Mountain Community College
- Friendly House
- Harmon Library
- Immigrant Relief Center of Arizona Inc
- Premise Arizona

BUSINESS DEVELOPMENT

- Berkshire Hathaway
- Home Services
- Black Wall Street (BWS&J)
- City of Phoenix Economic and Community Development

COMMUNITY RESOURCE GUIDE

ADULT EDUCATION

- City of Phoenix Office of Customer Advocacy
- City of Phoenix Planning and Development
- Downtown Phoenix Inc. (DPI)
- Hive @ Burton Barr
- Central Library
- Humble PHX
- Local Initiatives Support Corporation (LISC)
- Local Flat
- Phoenix Community Alliance (PCA)
- Prima Matera LLC
- Raza Development Fund
- Valley Metro Business Assistance

COMMUNICATIONS

- KDIF 102.9 LPFM

ELECTED OFFICIALS

- District 7 City Council
- District 8 City Council representative (7th District): Ruben Gallego
- State Level Representative (27th)

CHILD CARE/EARLY CHILDHOOD EDUCATION

- Greater Phoenix Urban League
- Harmon Library

CIVIC PARTICIPATION

- Roosevelt Early Childhood Family Resource Center (University of Arizona)
- Premise Arizona
- Vitalyst Health
- Valley Metro - South Central Extension Community Office
- Immigrant Relief Center of Arizona Inc
- Valley Metro Business Assistance

Community Resource Guide V1

SOUTH CENTRAL TRANSIT ORIENTED DEVELOPMENT (TOD) BUSINESS ASSISTANCE AND LAND USE PLANNING

HEALTH & WELLNESS

- Chicanos Por La Causa Community Legal Services
- Greater Phoenix Urban League
- RightCare Foundation
- Vitalyst Health Foundation

HOUSING

- Arizona Fair Housing Center
- Chicanos Por La Causa Department
- Community Legal Services
- Greater Phoenix Urban League

IMMIGRANT SERVICES

- Chicanos Por La Causa
- Friendly House
- Immigrant Relief Center of Arizona Inc
- Premise Arizona

LIBRARY

- Ocotillo Library
- Harmon Library

NEIGHBORHOOD GROUPS

- Capitol Mall Association (CMA)
- Central Park Neighborhood Association

YOUTH & EDUCATIONAL SERVICES

- Arizona @ Work
- Boys & Girls' Club
- City View High School
- Copper City Youth Project
- Friendly House
- Phoenix Youth R.I.S.E.
- Treet Matter
- Unlimited Potential

RELIGIOUS SERVICES

- First Institutional Baptist Church (FIBC)

PARKS & PLAYGROUNDS

- City of Phoenix Parks & Recreation
- Senoran Institute

PUBLIC SAFETY

- Phoenix C.A.R.E.S
- 211 ARIZONA
- Russell County Department—Trash & Recycling

See following directory pages for eligibility requirements and applicable.

Community Resource Guide V1

SOUTH CENTRAL TRANSIT ORIENTED DEVELOPMENT (TOD) BUSINESS ASSISTANCE AND LAND USE PLANNING

ADULT EDUCATION

- City of Phoenix Office of Customer Advocacy
- City of Phoenix Planning and Development
- Downtown Phoenix Inc. (DPI)
- Hive @ Burton Barr
- Central Library
- Humble PHX
- Local Initiatives Support Corporation (LISC)
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- Immigrant Relief Center of Arizona Inc
- Valley Metro Business Assistance

Community Resource Guide V1

SOUTH CENTRAL TRANSIT ORIENTED DEVELOPMENT (TOD) BUSINESS ASSISTANCE AND LAND USE PLANNING

HEALTH & WELLNESS

- Chicanos Por La Causa Community Legal Services
- Greater Phoenix Urban League
- RightCare Foundation
- Vitalyst Health Foundation

HOUSING

- Arizona Fair Housing Center
- Chicanos Por La Causa Department
- Community Legal Services
- Greater Phoenix Urban League

IMMIGRANT SERVICES

- Chicanos Por La Causa
- Friendly House
- Immigrant Relief Center of Arizona Inc
- Premise Arizona

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- First Institutional Baptist Church (FIBC)

PARKS & PLAYGROUNDS

- City of Phoenix Parks & Recreation
- Senoran Institute

PUBLIC SAFETY

- Phoenix C.A.R.E.S
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See following directory pages for eligibility requirements and applicable.

Community Resource Guide V1

SOUTH CENTRAL TRANSIT ORIENTED DEVELOPMENT (TOD) BUSINESS ASSISTANCE AND LAND USE PLANNING

EMPLOYMENT SERVICES / WORKFORCE DEVELOPMENT

- Arizona @ Work
- Arizona Black United Fund Inc
- Arizona Opportunities Industrialization Center (AZ OIC)
- Chicanos Por La Causa
- City of Phoenix Community Legal Services
- Dress for Success
- Emmett McLoughlin Community Training & Education Center
- Friendly House
- Greater Phoenix Urban League
- Harmon Library
- MAXIMUS Workforce Center
- Ocotillo Library
- Phoenix Job Corps Center
- Raza Development Fund
- St. Joseph The Worker Living Streams Church Food Pantry
- Tiger Mountain Foundation

FAMILY SERVICES

- State Farm – Jordan Jacques
- Moms Clean Air Force
- Nurse-Family Partnership
- Phoenix Rescue Mission
- Phoenix Family Resource Center
- Southwest Human Development
- Black Family & Child Services
- Chicanos Por La Causa
- Child Crisis Arizona
- City of Phoenix Housing Department
- City of Phoenix Travis Williams Family Service Center (must provide proof of residency and citizenship)
- Child Crisis Arizona
- Childhelp
- Community Legal Services
- Cultural Cup Food Bank
- Father Matters
- Greater Phoenix Urban League
- Harmon Recreation Center
- ICM Food & Clothing Bank
- Services LLC
- Volunteer Income Tax Assistance (VITA)
- Mujeres Legal Services

FINANCIAL SERVICES & LITERACY

- City of Phoenix Community Legal Services
- Community Cup Food Bank
- Father Matters
- Greater Phoenix Urban League
- Harmon Recreation Center
- ICM Food & Clothing Bank
- Services LLC
- Volunteer Income Tax Assistance (VITA)
- Mujeres Legal Services

LIBRARY

- Ocotillo Library
- Harmon Library

NEIGHBORHOOD GROUPS

- Capitol Mall Association (CMA)
- Central Park Neighborhood Association

See following directory pages for eligibility requirements and applicable.

Community Resource Guide V1

SOUTH CENTRAL TRANSIT ORIENTED DEVELOPMENT (TOD) BUSINESS ASSISTANCE AND LAND USE PLANNING

HEALTH & WELLNESS

- Chicanos Por La Causa Community Legal Services
- Greater Phoenix Urban League
- RightCare Foundation
- Vitalyst Health Foundation

HOUSING

- Arizona Fair Housing Center
- Chicanos Por La Causa Department
- Community Legal Services
- Greater Phoenix Urban League

IMMIGRANT SERVICES

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- Friendly House
- Immigrant Relief Center of Arizona Inc
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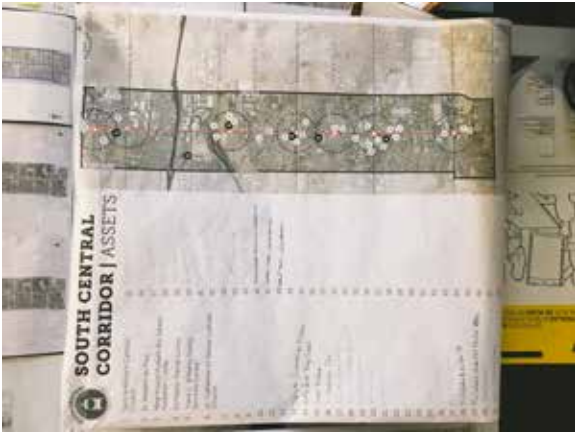
PARKS & PLAYGROUNDS

- City of Phoenix Parks & Recreation
- Senoran Institute

PUBLIC SAFETY

- Phoenix C.A.R.E.S
- 211 ARIZONA
- Russell County Department—Trash & Recycling

See following directory pages for eligibility requirements and applicable.



> Community Resource

The City of Phoenix initiated a monthly partnering meeting comprised of local non-profit and organizational stakeholders with the purpose of sharing events and other resources across organizations. A draft Resource Directory has been created from a questionnaire distributed to the affiliations of the group in which partners indicate services offered and contact information. The Resource Directory is anticipated to be a living document that regularly updates various resources available to the South Central Community.

SOUTH CENTRAL TOD STEERING COMMITTEE

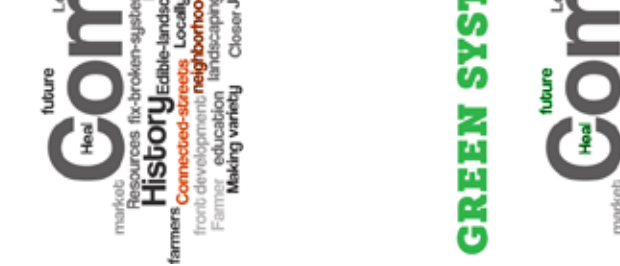
IMPLEMENTATION RESOURCES + COMMITTEE VALUES

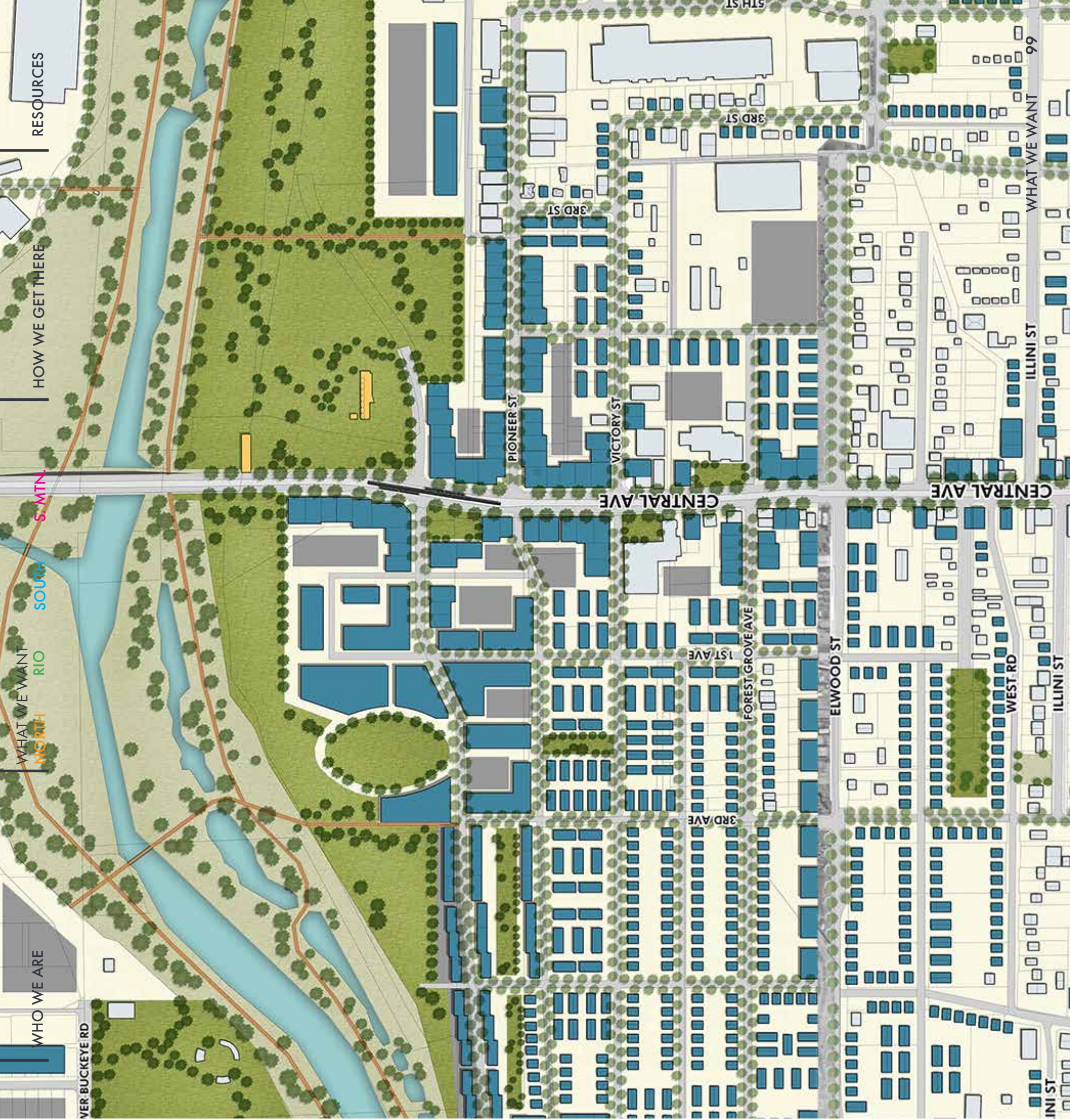
Activity Four: Implementation

During the implementation phase of the project the committee was introduced to several city department representatives to share information on tools, resources, and programs available and how they may be considered for implementation of the community vision and plan. This naturally lent itself to robust discussions between the committee and the presenting departments and helped to inform implementation strategies, policies, and actions while achieving efficient resource management and pursuing new tools, resources, and implementation partnerships.

Activity Five: Word Cloud

Amid the historic and national health pandemic with COVID- 19, and in an attempt to revive the moment of the planning work for the corridor communities, the Committee participated in an activity to capture community values for increased hope, love, and resiliency during a time of crises felt by all. To discuss actions on working towards increased sustainability. Committee members presented their ideas, stories, actions, and words towards increased sustainability. The ideas then sprang to life as a visualization with the words in different colors, orientations (vertical, horizontal), and sizes. The most repeated words showed up larger than the other words. This “word cloud” now serves as a reminder of what fundamentally matters for the future of the corridor and the community plan.





PART 3 WHAT WE WANT

A shared community vision for environmentally equitable compact and connected communities; sustainable and resilient; incremental change and growth; towards a world-class regional destination that supports local small businesses, shares cultures, and improves health for all existing and future residents.

There are two keywords to keep in mind as we continue moving forward in the process, and they are “envision” and “protect” .

CHAIRWOMAN EVA OLIVAS
South Central TOD Steering Committee 2018-2021



CORRIDOR WIDE VISION TO REJECT DISPLACEMENT

The South Central Corridor **REJECTS DISPLACEMENT** of our existing residents and businesses and celebrates our diverse cultural heritage. We support equitable transit-oriented development, designed as a sustainable future that improves the quality of life for all existing and future families and residents of this corridor.

Specifically, our community envisions:

- Protecting our existing community members from displacement by prioritizing equitable community identified investments and services for our most vulnerable populations.
- Fostering community collaboration on new development projects to create a convenient, affordable, and opportunity rich place in which our residents, businesses, and youth will thrive.
- Prioritizing safe, authentic, shaded, green infrastructure networks connecting to existing and new assets, schools, services, retail and amenities to support equitable access and overall community health.

What are the potential drivers of displacement: **INVESTMENT & CHANGE**

- New investments that result in the physical displacement of existing residents and businesses such as the demolition of existing homes and buildings for new projects.
- New investments that create economic challenges for residents and businesses to remain in place such as increases in the cost of living or a lack of affordable and attainable (equitable) housing options.
- Changes to the built environmental and health exacerbate existing environmental and health challenges such as increasing nighttime temperatures or lack of access to healthy food or open space.

How does the plan address this vision and reduce risks for displacement?

- Provides a comprehensive framework to guide investment, both private and public that aligns with the community based vision.
- Designates areas identified by the community for protection and enhancement.
- Creates a policy foundation for future development that embraces the existing character, scale, and intensity of the corridor’s neighborhoods
- Establishes a comprehensive list of strategies aimed at engaging both the city and the community to continue working together to implement the plan.

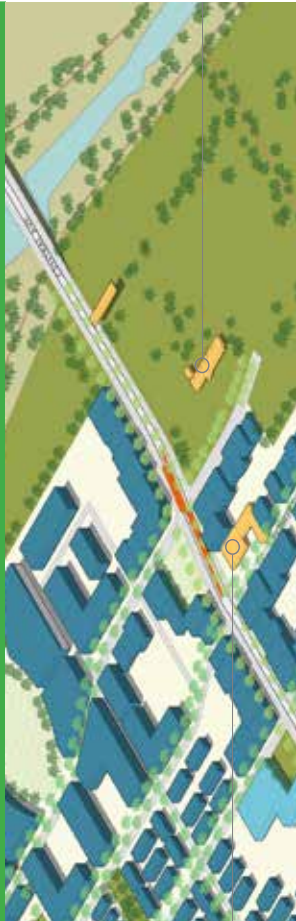




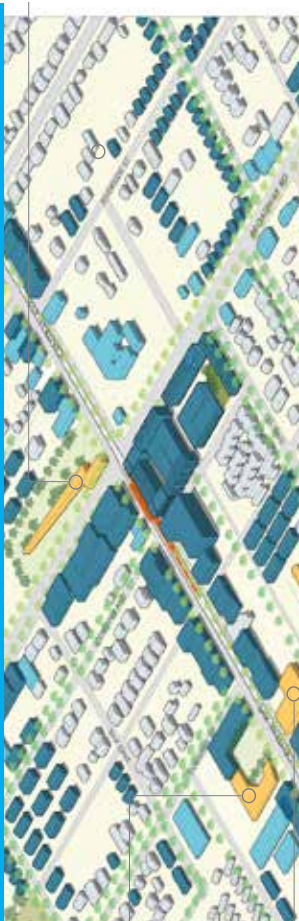
NORTH | Reconnect Communities



RIO SALADO | Celebrate Natural Resources



SOUTH | Strengthen Traditions and Culture



S. MOUNTAIN | Health and Recreation Hub



FOUR DISTINCT AREAS

SOUTH CENTRAL COMMUNITIES

Four Distinct Areas

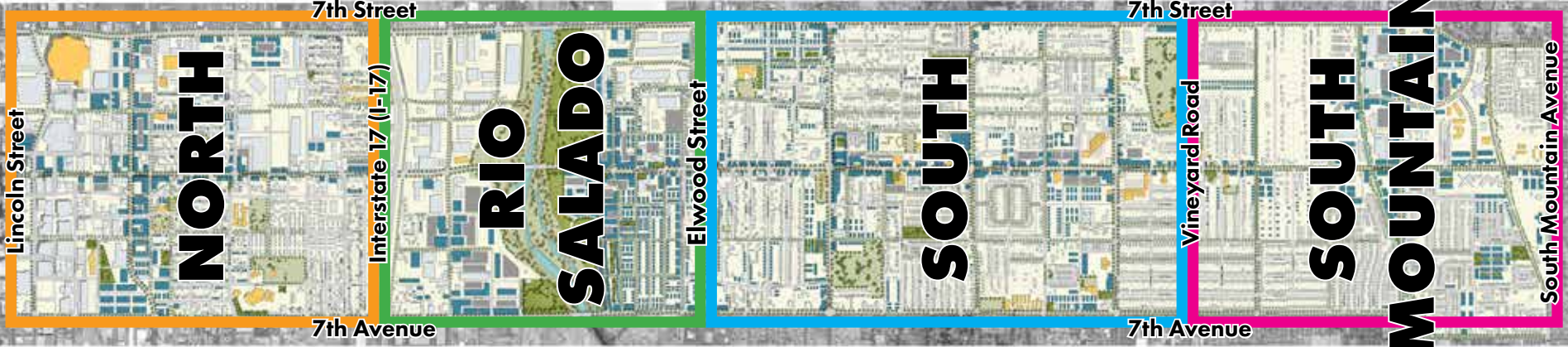
Our rich heritage and environmental features create a corridor that is unique to anywhere else in Phoenix. This plan for our community’s future is customized into 4 distinct areas of the corridor, each uniquely focused on the people’s history, character, uses, and aspirations to blend all future community identified investments and enhancements in an equitable and appropriate way: North of the Interstate 17 Freeway (I-17), at the Rio Salado, South of the Rio Salado and most adjacent to South Mountain.

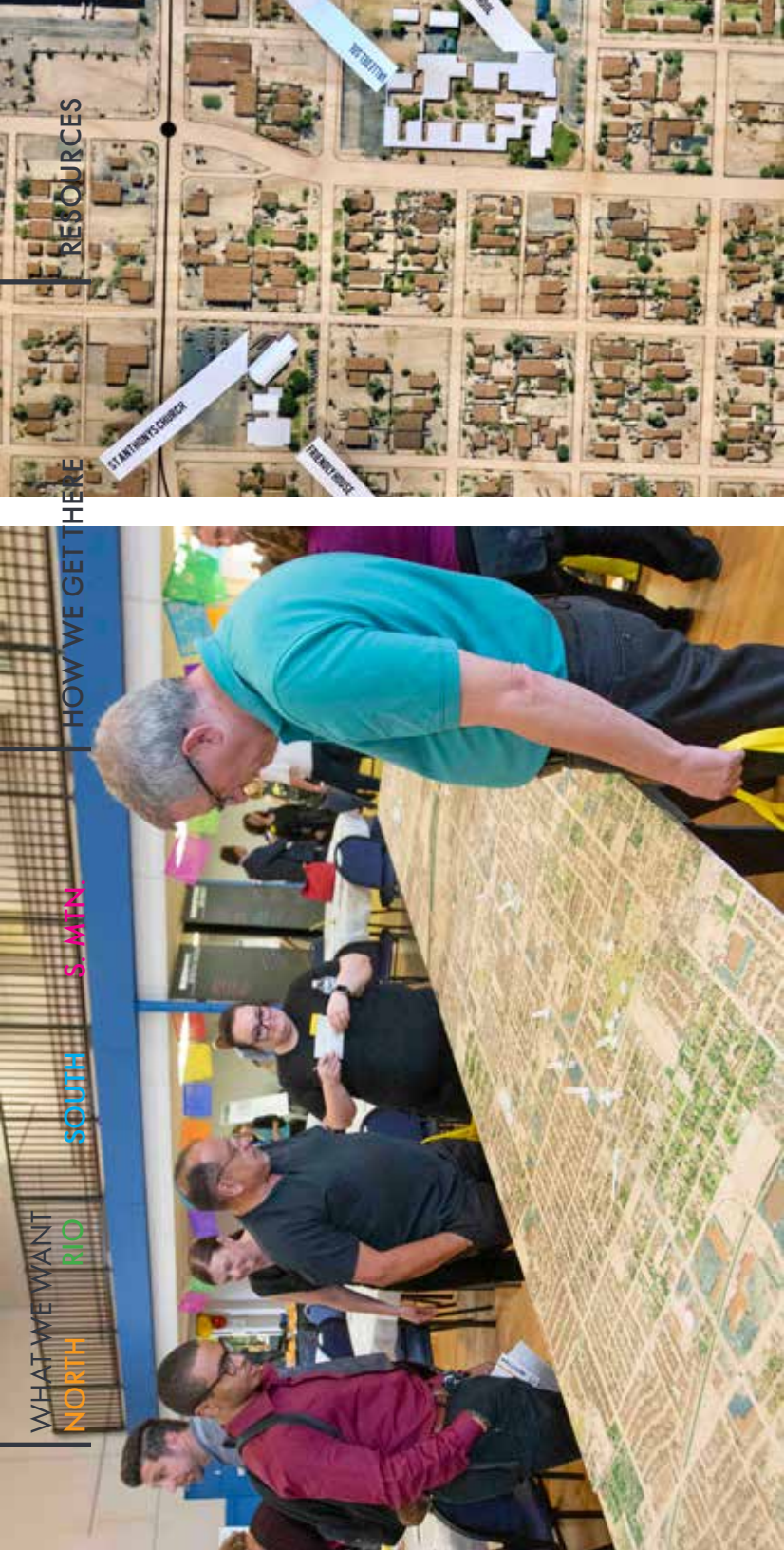
The **North** Area reconnects communities, residents, and businesses, from the tracks (downtown) and across the Rio Salado to improve the quality of life and neighborhood environment for all.

The **Rio Salado** area celebrates a well-connected, enhanced, and publicly accessible natural resource abundant in gathering places and diverse recreation opportunities for local and regional guests.

The **South** Area is a vibrant connected environment that strengthens and prioritizes families, youth, and protecting the most vulnerable populations while inspiring all future generations to live, work, and thrive in place.

The **South Mountain** area is a community hub for health and recreation investments. The green infrastructure along the canal banks and to South Mountain Park, connects people in affordable housing and mixed income residential neighborhoods to improved health and healthcare jobs.





NORTH AREA RECONNECT COMMUNITIES

2045 COMMUNITY VISION

The North Area reconnects communities, residents, and businesses, from the tracks (downtown) and across the Rio Salado to improve the quality of life and neighborhood environment for all.

Specifically for this area, our community envisions:

- New pathways for building individual and community wealth
- Protection and celebration of historical elements and stories
- Convenient, equitable, individual and community access to free choice in regards to fresh food
 - such as urban agriculture, the City’s Local Food System program, neighborhood grocery, permanent restaurants and mobile services
- Enhanced recreation and entertainment options – affordable to local residents
- Enhanced existing parks with more amenities, shade, and access by connected green, shaded, lighted, safe paths within the neighborhoods
- Infill of vacant lots with diverse housing options appropriate to existing neighborhoods and blend the new with the old (affordable, mixed income housing)
- Parking solutions that balance business and sports needs with residential neighborhood quality of life



NORTH AREA - COMMUNITY IDENTIFIED AND PRIORITIZED INVESTMENTS

The North Area has prioritized investments **to reject displacement** of existing residents and businesses, while encouraging strategic and incremental growth respectful of the areas existing character. The following map identifies the **community identified and prioritized investments** associated with the **Land Use, Housing** and **Economic Development** planning elements.

- A

Lincoln Stop

Mixed-use transit stop.

 - Variety of mixed-income housing opportunities, ownership and rental.
 - Retail, restaurants, services, office uses and park/open space.
 - Mid- to High-rise development (4-7 stories, up to 10 at the intersection) in a walkable format – buildings to the street, first floor entry and parking behind the buildings.

- B

West Lincoln Corridor

Mixed-use neighborhood.

 - Mid-rise (2-4 stories) mixed-use and residential development
 - Small -scale commercial services
 - Mixed-income housing, ownership and rental

- C

East Lincoln Corridor

Employment Neighborhood

 - Mid-rise (2-4 stories, up to 9 stories at the north end of area) development
 - Business cluster, incubators and light/specialty manufacturing with support retail and services.

- D

North Neighborhoods

 - Housing revitalization and infill of vacant lots with of a size appropriate for the neighborhood.
- E

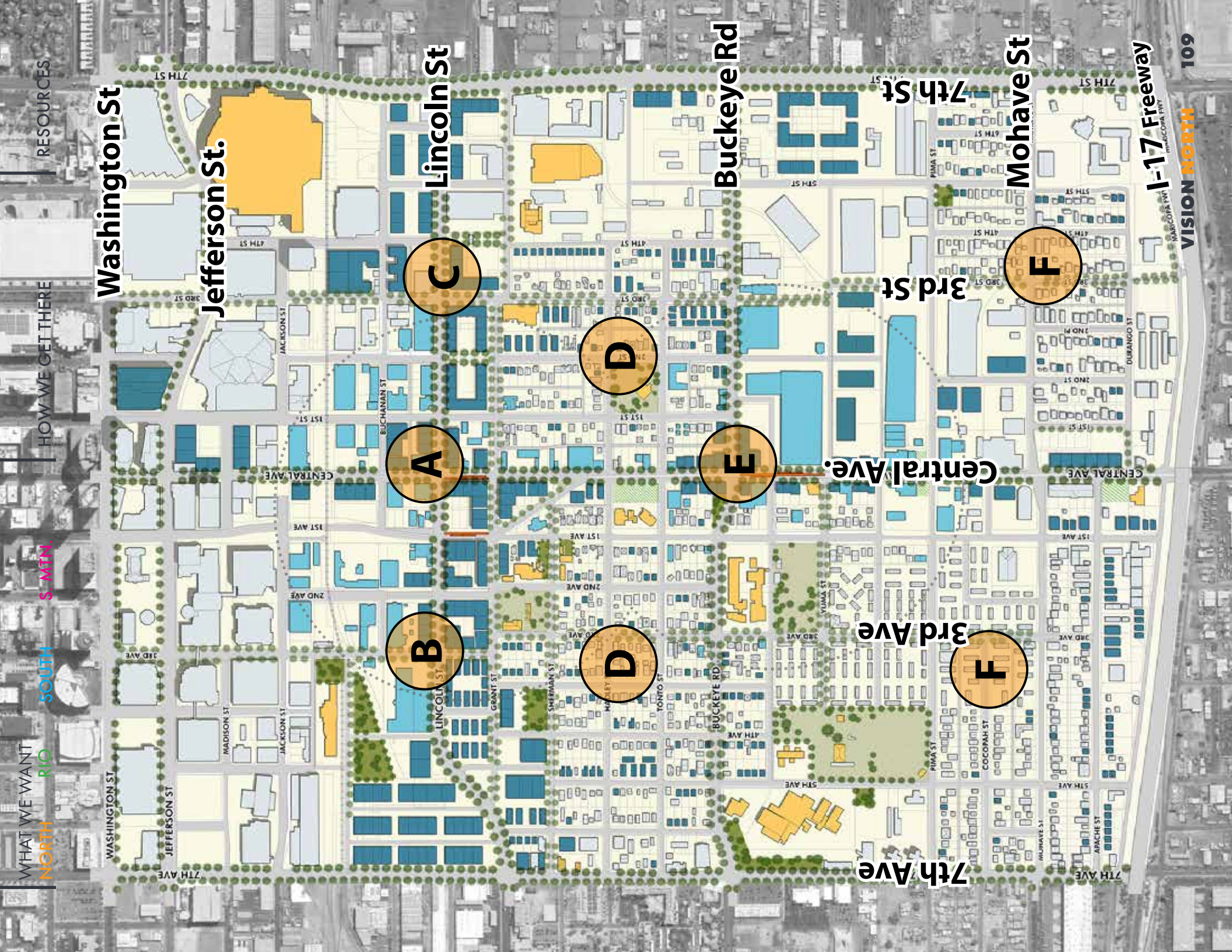
Buckeye Stop

Mixed-Use transit stop

 - Variety of housing opportunities, ownership and rental, and affordable and market costs.
 - Supporting small retail uses.
 - Mid-rise development (2-4 stories) in a walkable format – generally buildings to the street, first floor entry and parking behind the buildings.
- F

Interstate Neighborhoods

 - Housing revitalization and infill of vacant lots with a size appropriate for the neighborhood.



NORTH AREA - LAND USE 2045

NORTH - LAND USE PRIORITIES

Community Wealth

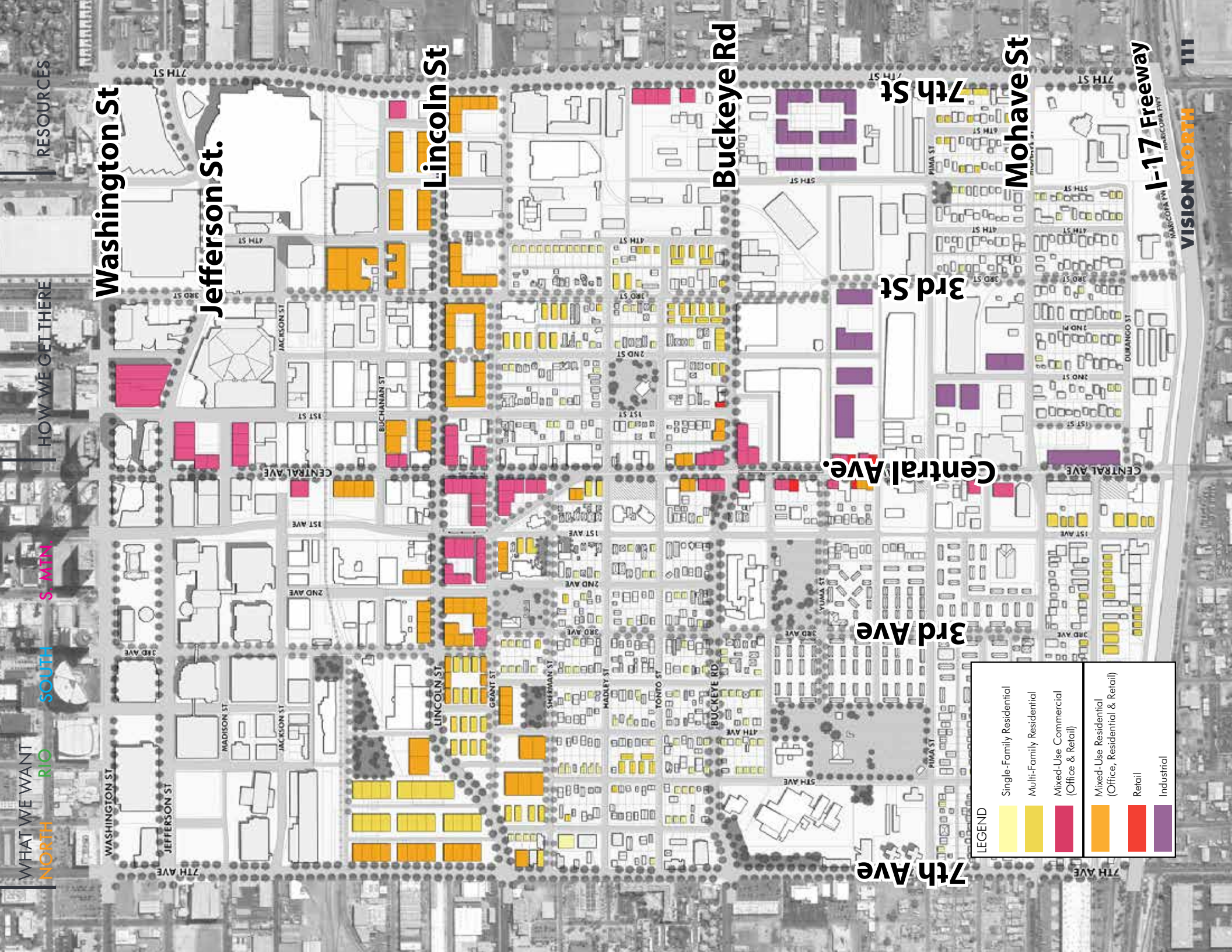
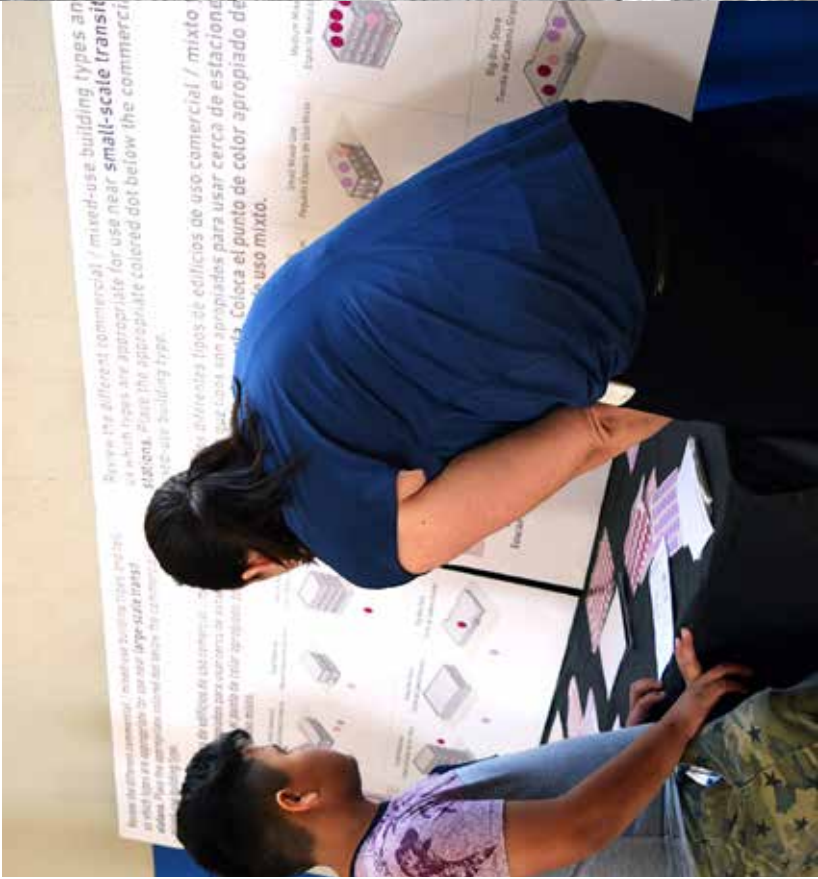
New pathways for individual and community wealth have emerged through the prioritization of a diverse, multi-scaled, and context sensitive land use mix. Development intensity is focused at the edges of established neighborhoods and newer investment protects and celebrates the area history. Opportunities are in abundance for small and local businesses as newer development provides low cost and community accessible retail spaces to complement diverse housing options.

Lincoln Street Mixed Use Corridor

With the most intensity and scale for growth in the North Area, the Lincoln corridor has become a mixed-use destination with a variety of medium-scaled housing options providing the much needed support for thriving small and local businesses.

Established Neighborhood Infill

Established neighborhoods have grown into vibrant walkable communities with appropriately scaled incremental growth providing diverse housing options consistent in character such as accessory dwelling units (granny flats/casitas) small scale courtyard apartments and small scale duplexes, triplexes, and fourplexes all providing front porches, patios, and well shaded landscape setbacks.



NORTH AREA - COMMUNITY IDENTIFIED AND PRIORITIZED INVESTMENTS

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- A

Lincoln Stop

Mixed-use transit stop.

 - Lincoln Street Improvements – safety improvements, bike and pedestrian improvements, and greening of the corridor for shade and comfort.
 - Central Avenue - pedestrian enhancement for safety and comfort, wider sidewalk, shading – natural and man-made.
 - Enhanced bus stops.

- B

West Lincoln Corridor

Mixed-use neighborhood.

 - Improved walkability – complete sidewalk network and shading.
 - Lincoln Street Improvements – safety improvements, bike and pedestrian improvements, and greening of the corridor for shade and comfort.
 - New green space to support residents.

- C

East Lincoln Corridor

Employment Neighborhood

 - Walkability – enhance street network for better pedestrian connections.
 - Lincoln Street Improvements - safety improvements, bike and pedestrian improvements, and greening of the corridor for shade and comfort.

- D

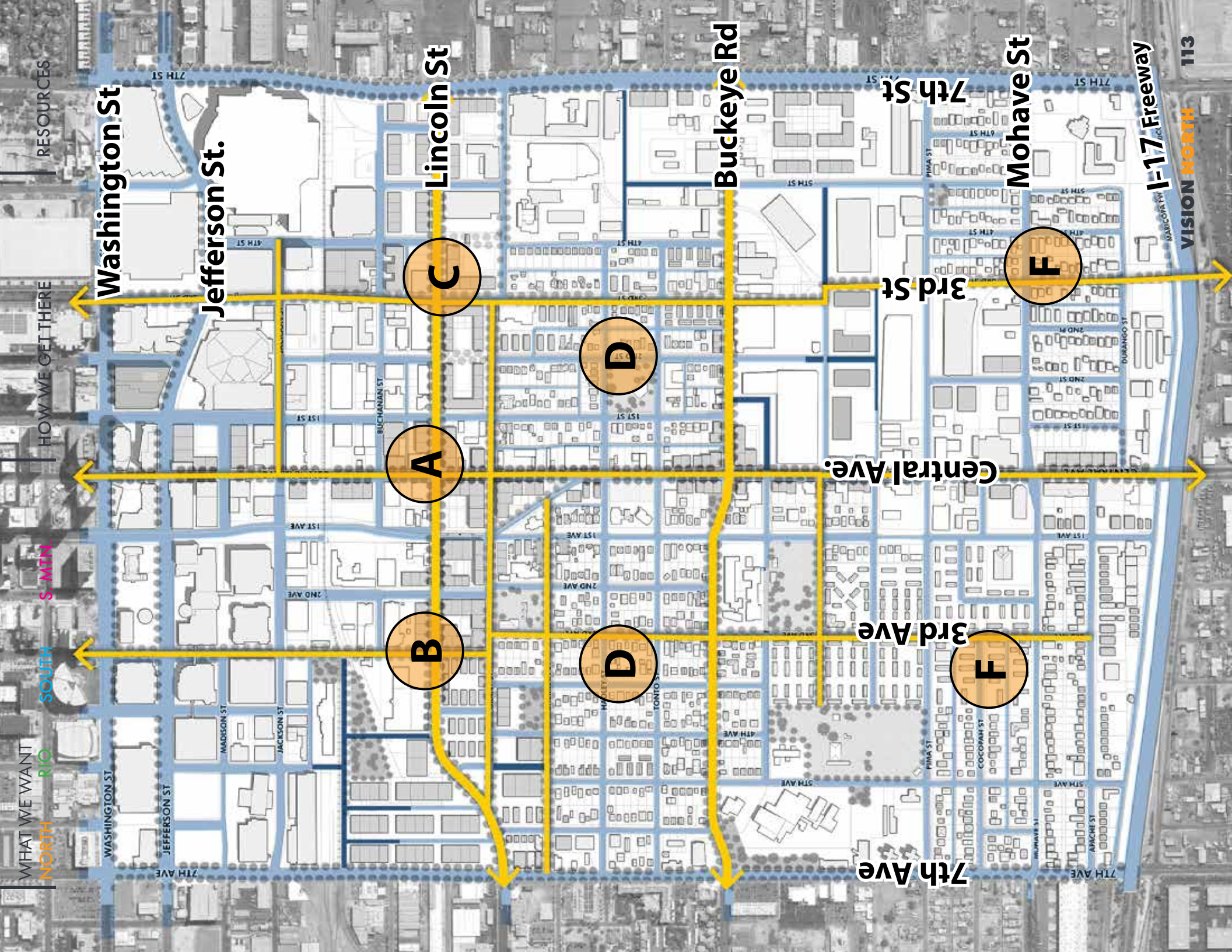
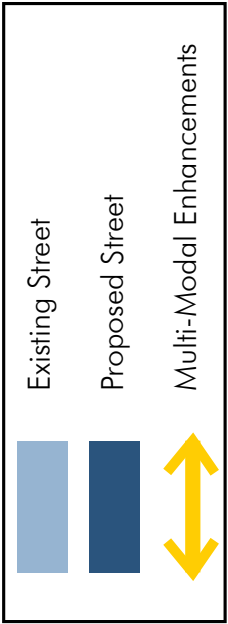
North Neighborhoods

 - Improvement to Buckeye and 3rd Avenue/Street for improved pedestrian, biking safety and connectivity.
 - Improvement of existing parks and green spaces to support development and neighborhoods. – active uses, community gardens space, open/ green space and public art.

- F

Interstate Neighborhoods

 - Improvement to 3rd Street/Avenue for improved pedestrian, biking safety and connectivity.
 - Provide a direct connection along 3rd Street alignment under Maricopa Parkway to better connect neighborhood to the south.
 - Provide a direct connection along 3rd street alignment under Maricopa Parkway to better connect neighborhood to the south.



NORTH AREA - OPEN SPACE 2045

NORTH - OPEN SPACE PRIORITIES

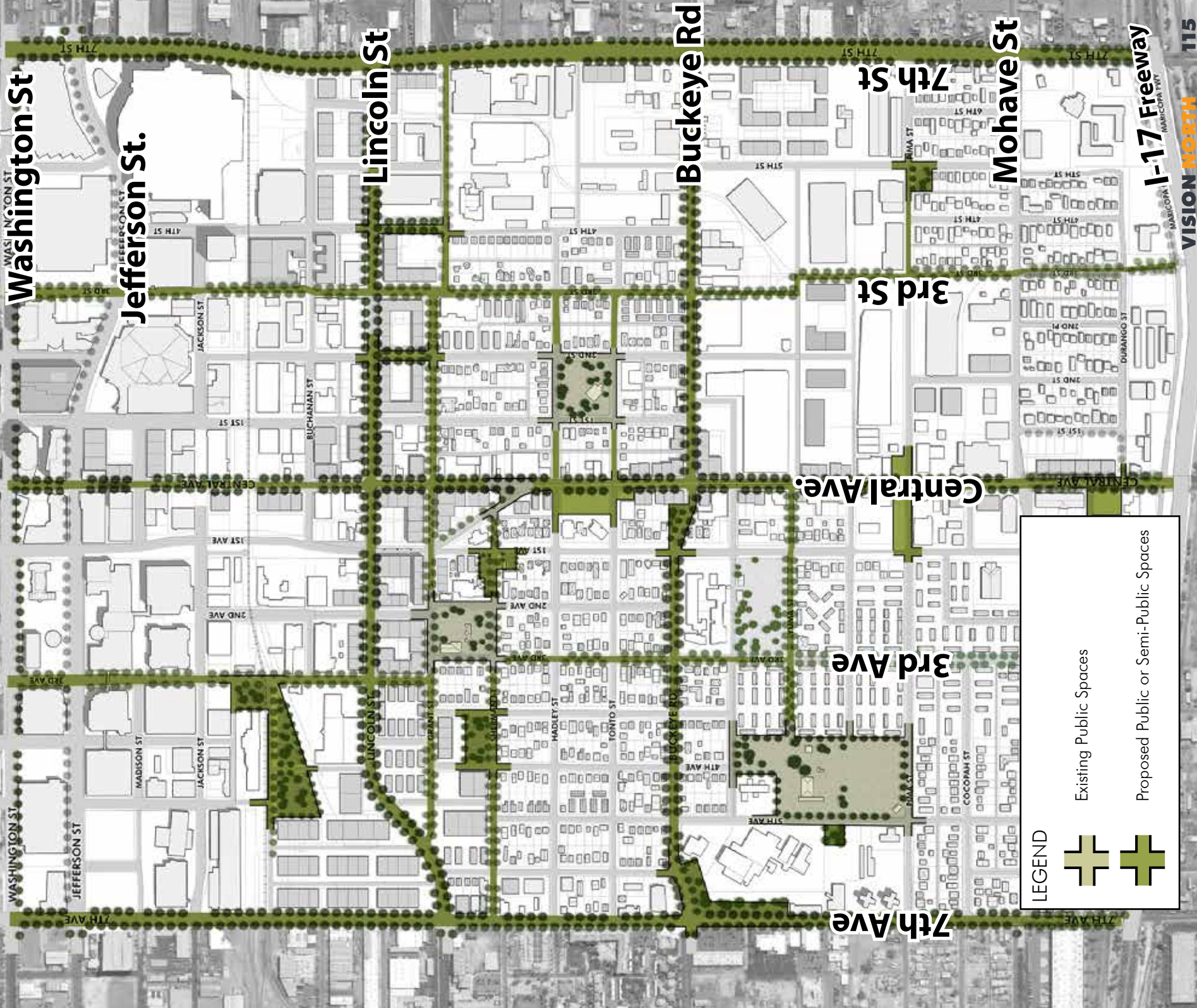
Enhance Existing

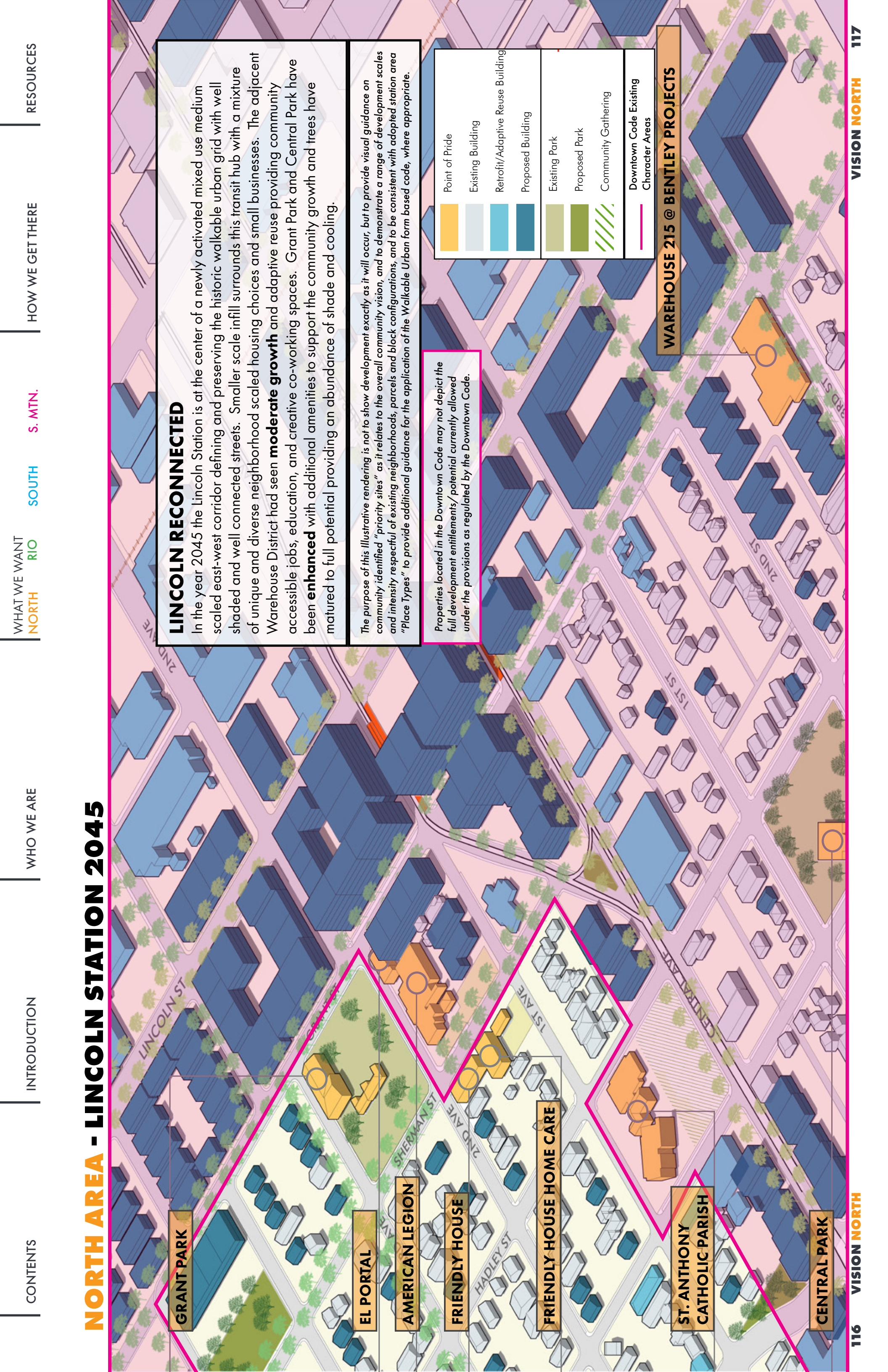
The North area reconnects communities, residents, and businesses, from the tracks (downtown) and across the Rio Salado to improve the quality of life and neighborhood environment for all.

A new well shaded and equitable open space network provides all residents access to recreation within 1/4 mile (10-minute walk) enhancing and investing in the established walkable urban street grid founded on a 300 foot block pattern that sets this area apart as one of the oldest and original walkable urban communities to have been created in the Phoenix area.

Convenient, equitable, individual and community access to free choice in regards to fresh food – such as urban agriculture, the City’s Local Food System program, neighborhood corner grocery stores, restaurants and mobile services have sprinkled the area in a vibrant and respectful way.

Existing and established parks and recreation areas have grown to welcome new and old residents with enhanced recreation and entertainment options more amenities, shade, and access via well connected green, shaded, lighted, and safe paths within the neighborhoods to key recreational destinations.





NORTH AREA - LINCOLN STATION 2045

GRANT PARK

EL PORTAL

AMERICAN LEGION

FRIENDLY HOUSE

FRIENDLY HOUSE HOME CARE

ST. ANTHONY
CATHOLIC PARISH

CENTRAL PARK

LINCOLN RECONNECTED

In the year 2045 the Lincoln Station is at the center of a newly activated mixed use medium scaled east-west corridor defining and preserving the historic walkable urban grid with well shaded and well connected streets. Smaller scale infill surrounds this transit hub with a mixture of unique and diverse neighborhood scaled housing choices and small businesses. The adjacent Warehouse District had seen **moderate growth** and adaptive reuse providing community accessible jobs, education, and creative co-working spaces. Grant Park and Central Park have been **enhanced** with additional amenities to support the community growth and trees have matured to full potential providing an abundance of shade and cooling.

The purpose of this Illustrative rendering is not to show development exactly as it will occur, but to provide visual guidance on community identified "priority sites" as it relates to the overall community vision, and to demonstrate a range of development scales and intensity respectful of existing neighborhoods, parcels and block configurations, and to be consistent with adopted station area "Place Types" to provide additional guidance for the application of the Walkable Urban form based code, where appropriate.

Properties located in the Downtown Code may not depict the full development entitlements/potential currently allowed under the provisions as regulated by the Downtown Code.

Point of Pride	Existing Building	Retrofit/Adaptive Reuse Building	Proposed Building	Existing Park	Proposed Park	Community Gathering
Downtown Code Existing Character Areas						

WAREHOUSE 215 @ BENTLEY PROJECTS



NORTH AREA - BUCKEYE STATION 2045

LOWELL ELEMENTARY SCHOOL

ST. ANTHONY CATHOLIC PARISH

CENTRAL PARK

LO-LO'S CHICKEN & WAFFLES

BUCKEYE RECONNECTED

The Buckeye Station in the year 2045 has established itself as a local and small business node with vibrant, active entertainment and restaurant uses along Central Avenue. Adjacent neighborhoods have experienced **slow to moderate incremental infill of vacant lots** and adaptive reuse of existing buildings to **protect and enhance** the needs and desires of existing residents.

The purpose of this illustrative rendering is not to show development exactly as it will occur, but to provide visual guidance on community identified "priority sites" as it relates to the overall community vision, and to demonstrate a range of development scales and intensity respectful of existing neighborhoods, parcels and block configurations, and to be consistent with adopted station area "Place Types" to provide additional guidance for the application of the Walkable Urban form based code, where appropriate.

Point of Pride	Existing Building	Retrofit/Adaptive Reuse Building	Proposed Building
Existing Park	Proposed Park	Community Gathering	



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INTRODUCTION

WHO WE ARE



WHAT WE WANT
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S. MTN.

HOW WE GET THERE



RESOURCES

RIO SALADO AREA CELEBRATE NATURAL RESOURCES

2045 COMMUNITY VISION

The Rio Salado area celebrates a well-connected, enhanced, and publicly accessible natural resource abundant in gathering places and diverse recreation opportunities for local and regional guests. Land on the river banks has become a vibrant hub of vital community investments and diverse housing options bringing community wealth, enhancements, and equitable prosperity to all corridor resident's and the region.

Specifically for this area, our community envisions:

- Expanded quality work-force training and job opportunities to raise incomes for local residents
- Mixed-use development for mixed-incomes – blending needs of corridor residents and others who may arrive at the Rio Salado as a destination
- Sustainable designs for all new development utilizing both indigenous and contemporary approaches
- Improved health outcomes for all residents and workers

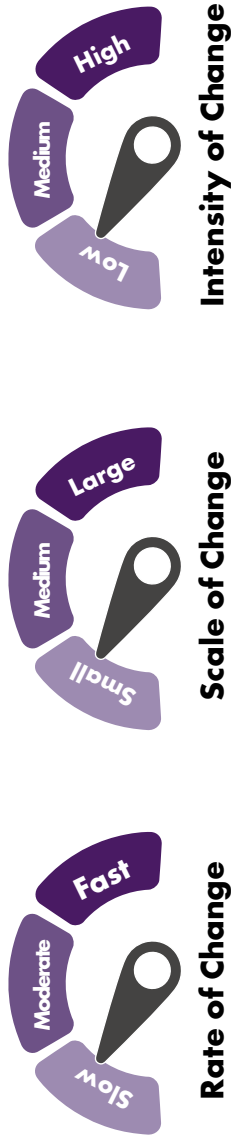


RIO SALADO AREA - PRIORITIZING GROWTH

The Rio Salado Area has prioritized growth **to reject displacement** of existing residents and businesses, while encouraging strategic and incremental growth respectful of the areas existing character. Established land uses, although zoned for higher intensity and scales, utilize appropriate infill that fits the existing context while achieving the **community based vision for the future**.

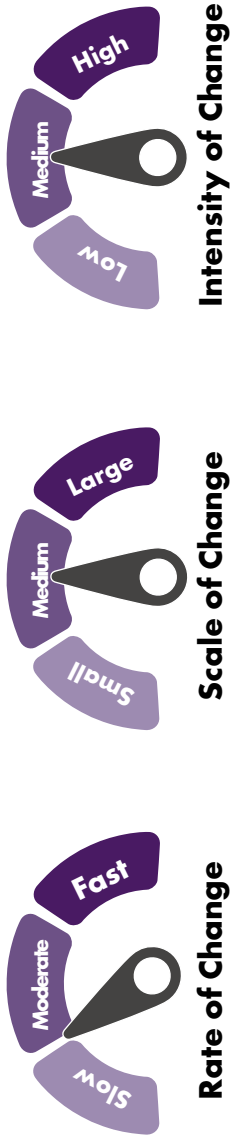
PROTECT

Areas designated for **slow incremental growth** strategies, **smaller scale** and **lowest intensity** investments. * Housing investments examples: ADU’s, Tiny Homes, manufactured homes, duplexes, triplexes, fourplexes.



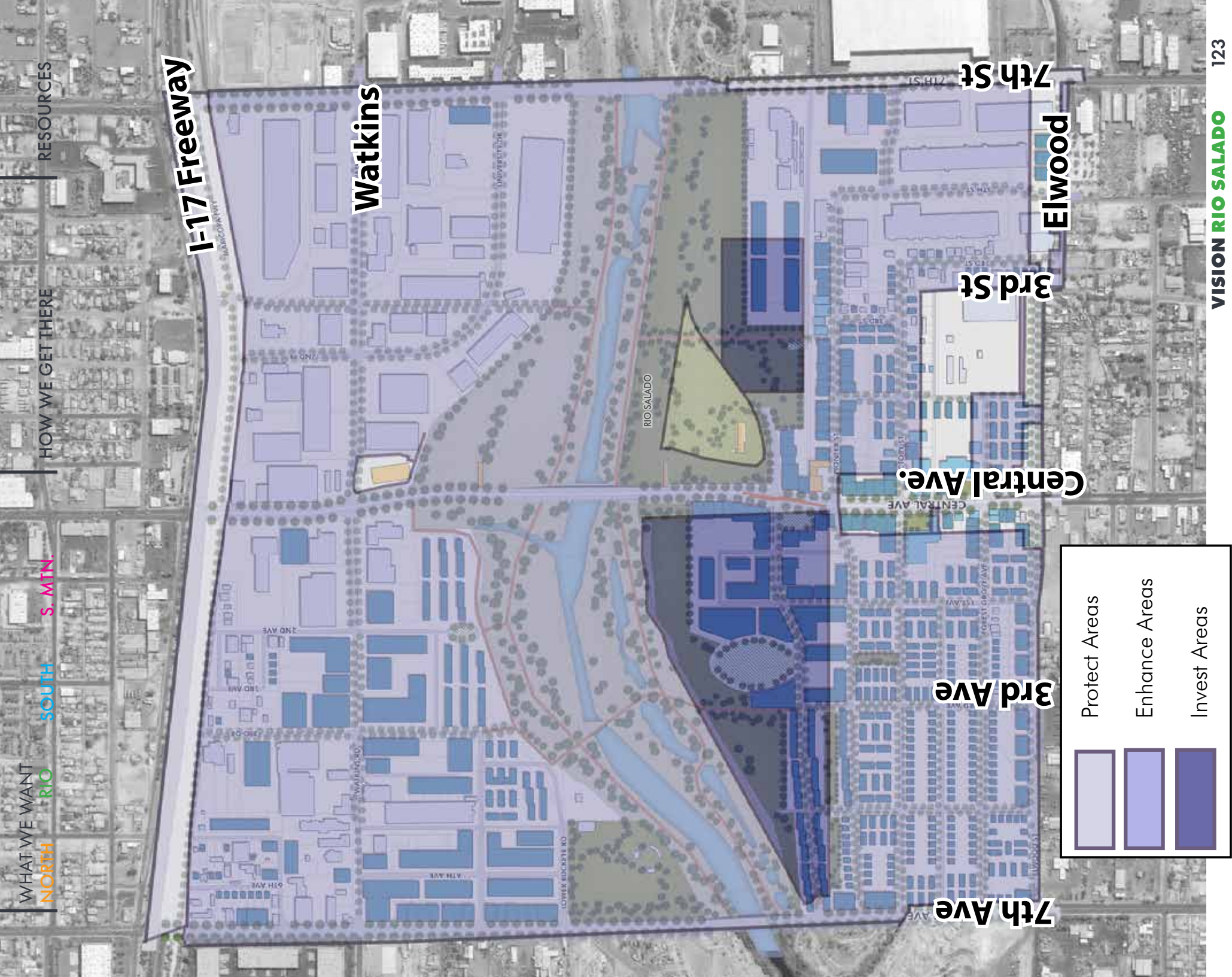
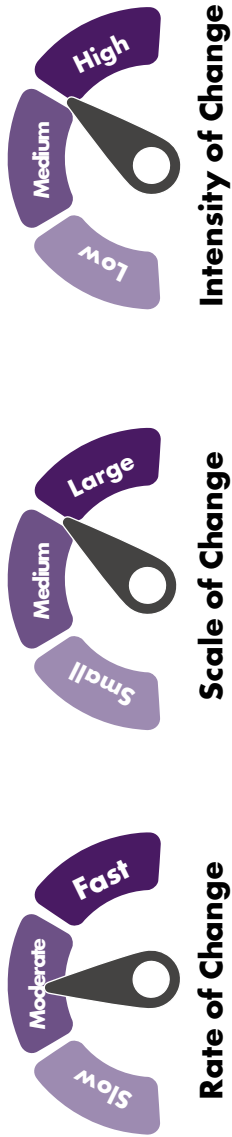
ENHANCE

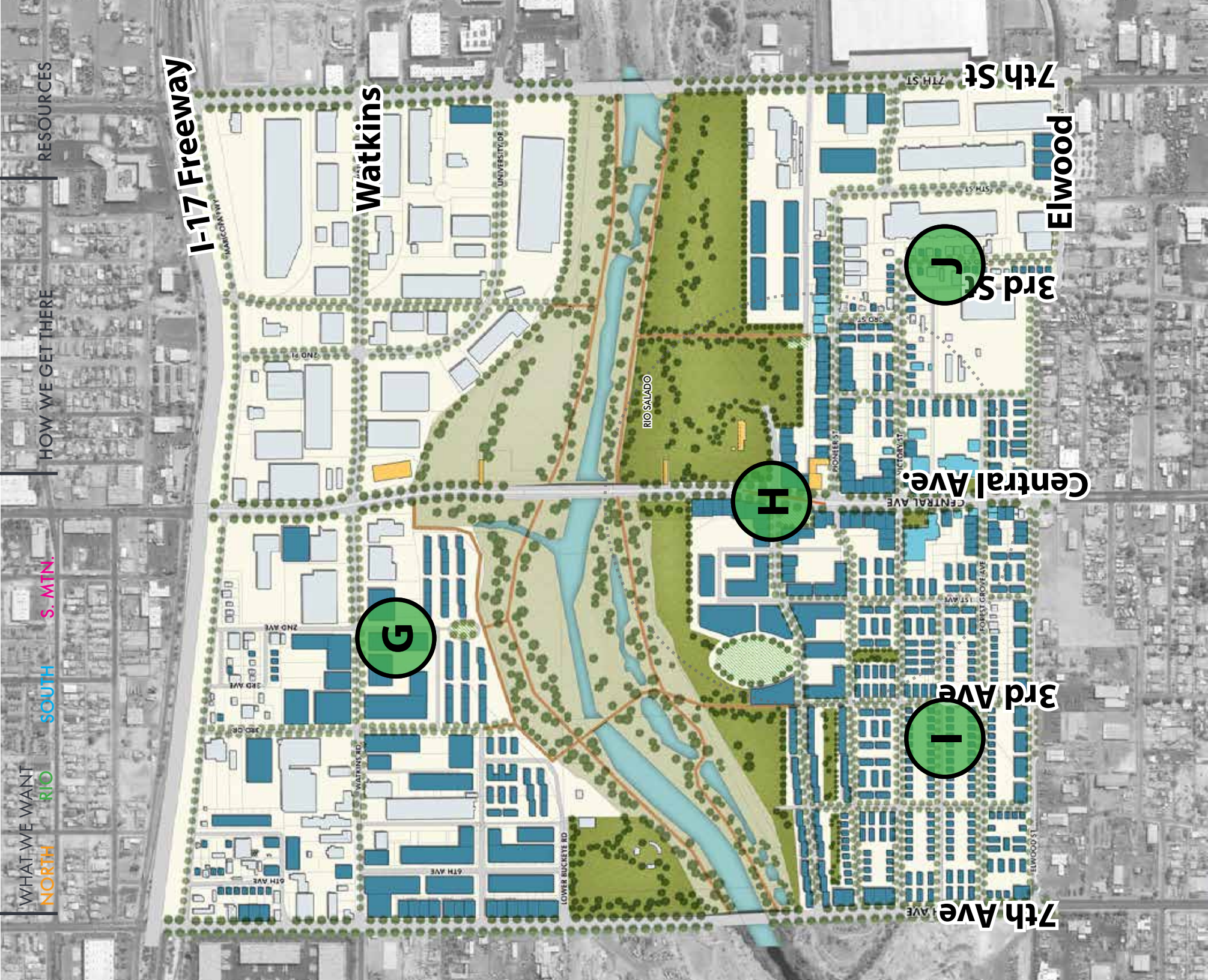
Areas designated for **slow to moderate rate of growth** strategies, **medium scale** and **medium intensity** investments. * Housing investments examples: Courtyard Apartments, Townhouses medium multiplex, live-work.



INVEST

Areas designated for **moderate rate of growth** strategies, **medium/large scale** and **medium/high intensity** investments. * Housing investments examples: Mid-rise apartments/condos, Mixed Use Residential.





RIO SALADO AREA - COMMUNITY IDENTIFIED AND PRIORITIZED INVESTMENTS

The Rio Salado area has prioritized investments **to reject displacement** of existing residents and businesses, while encouraging strategic and incremental growth respectful of the areas existing character. The following map identifies the **community identified and prioritized investments** associated with the **Land Use, Housing** and **Economic Development** planning elements.

G Interstate Employment:

- Infill and redevelopment of employment and industrial uses.
- Redevelopment of mid-rise, mixed income residential along 7th Avenue and along the Rio Salado Greenway (north side).

I Rio Salado Neighborhood: Complete Neighborhood.

- Mixed-density housing types that increase in size near the Rio Salado transit stop.
- Variety of mixed-income housing opportunities, ownership and rental.

H Rio Salado Stop:

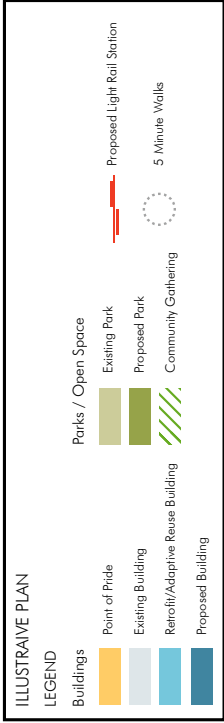
Mixed-Use transit stop

- Variety of housing opportunities, ownership and rental, and affordable and market costs, with support for adjacent neighborhood.
- Retail, restaurants, service, small medical services, live/work space, hotel, movie theater and employment /institutional uses to include business cluster and learning center uses and public space.

- Mid- to High-rise development (3-6 stories) in a walkable format – buildings to the street, first floor entry and parking behind the buildings, height and intensity of development transitions to the future adjacent neighborhood.

J South Central Industrial:

- Infill and redevelopment of employment and industrial uses.



RIO SALADO AREA - LAND USE 2045

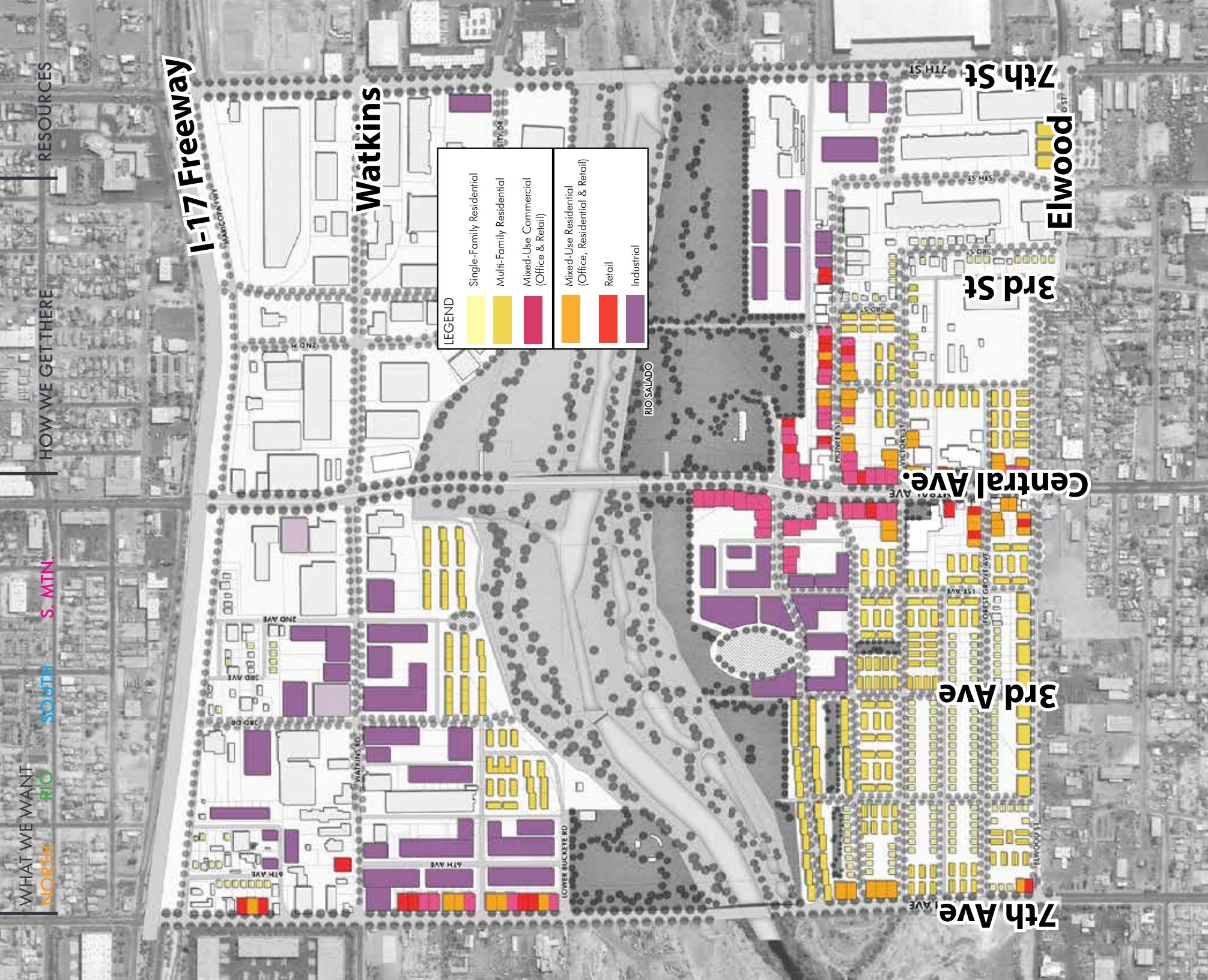
RIO SALADO AREA - LAND USE PRIORITIES

Innovation and Cultural Gateway

The Rio Salado station area has evolved into a vibrant mixture of culturally and environmentally respectful industries; inclusive of innovative and green technologies, as well as expanded quality work-force training and job opportunities raising income levels for all existing area residents. The Rio land use mix is one of the most vibrant and authentic new station areas creating an “Innovation and Cultural Gateway”.

New development has been acknowledged and celebrated as a local best practice example of sustainable design utilizing both indigenous and contemporary approaches consistent and respectful of natural resources, rustic, and eco-friendly aesthetics, while building upon the existing Nina Mason Pulliam Rio Salado Audubon Center and Rio Salado Habitat Restoration Area. New and innovative flex industries, tech businesses and learning clusters have established themselves as strong employment and service center full of emerging and innovative technologies.

Land on the river banks has become a vibrant hub of vital community investments and diverse housing options bringing community wealth, enhancements, and equitable prosperity to all corridor residents and the region.



RIO SALADO AREA - COMMUNITY IDENTIFIED AND PRIORITIZED INVESTMENTS

The Rio Salado area has prioritized investments **to reject displacement** of existing residents and businesses, while encouraging strategic and incremental growth respectful of the areas existing character. The following map identifies the **community identified and prioritized investments** associated with the **Health, Green Systems** and **Mobility** planning elements.

G Interstate Employment:

- Improve connectivity and

- Improve connectivity and access, for safety and comfort throughout the area, including under I-17 for automobiles and trucks as well as pedestrians and cyclists.

H **Rio Salado Stop:**
Mixed-Use transit stop

- Rio Salado Greenway - direct pedestrian connectivity to the natural areas of the Rio Salado.
- Incorporation of park and festival space to support residents, visitors and businesses.
- Improvement to 3rd Avenue, 3rd Street, Watkins Road, the Maricopa Parkway frontage, and Elwood for improved pedestrian and biking safety, connectivity and comfort – shade, green amenities and stormwater improvements.
- Improved connectivity to adjacent employment centers.
- Central Avenue - pedestrian enhancement to for safety and comfort, wider sidewalk, shading – natural and man-made

**1 Rio Salado Neighborhood:
Complete Neighborhood.**

- Walkable street network that provides connectivity throughout the neighborhood and access to the Greenway and transit station area.
- Design of network for safe pedestrian and bicycle use and greening of the corridor for shade and comfort.
- Active park space with a dog and skate park.

J South Central Industrial:

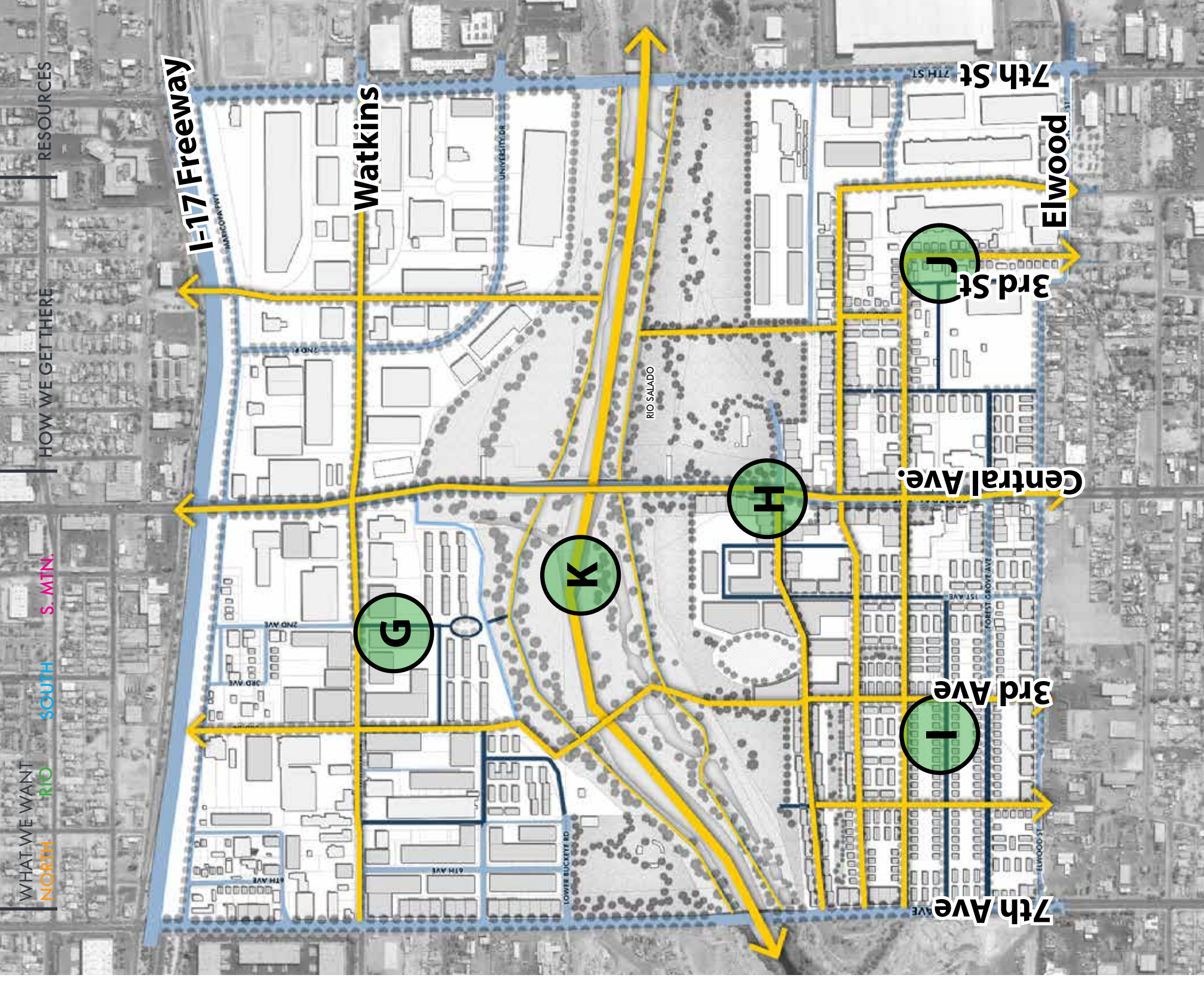
- Improve connectivity and

- Improve connectivity and access, for safety and comfort throughout the area, for automobiles and trucks as well as pedestrians and cyclists.
- Provide a direct connection to Central Avenue and the New Rio Salado neighborhood to the west.

K **Rio Salado Greenway:**

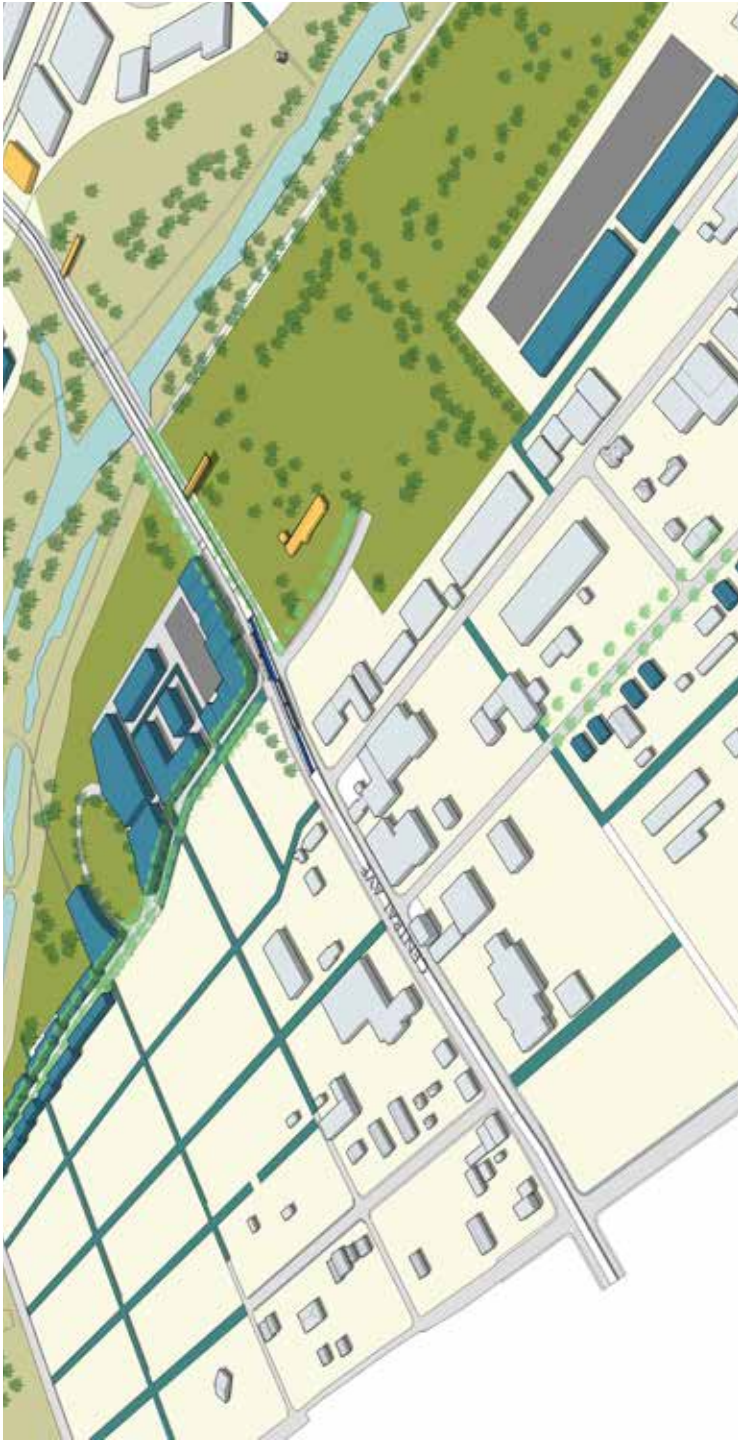
- Enhance the natural ch

- Enhance the natural characteristics of the river and adjacent greenway as amenity for the South Phoenix community and adjacent development.
- Provide an improved trail network along the north and south sides of the greenway to improve pedestrian and bicycle connectivity across South Phoenix and improved access to the Central Avenue Corridor. Provide opportunities for temporary (food trucks) or small-scale retail along the trail network to provide services and gathering spaces with shade for users.
- Identify opportunities for water activities.



RIO SALADO AREA - CELEBRATING THE RIO

Activate the Edges



Activate the Edges - 10 year build out

Enhance the natural characteristics of the river and adjacent greenway as an amenity for the South Phoenix community and adjacent development. Provide an improved trail network along the north and south edges of the greenway to improve walking and biking access to the Central Avenue Corridor. Provide opportunities for activities such as food trucks, small scale retail, and water activities along a network of shaded gathering spaces.

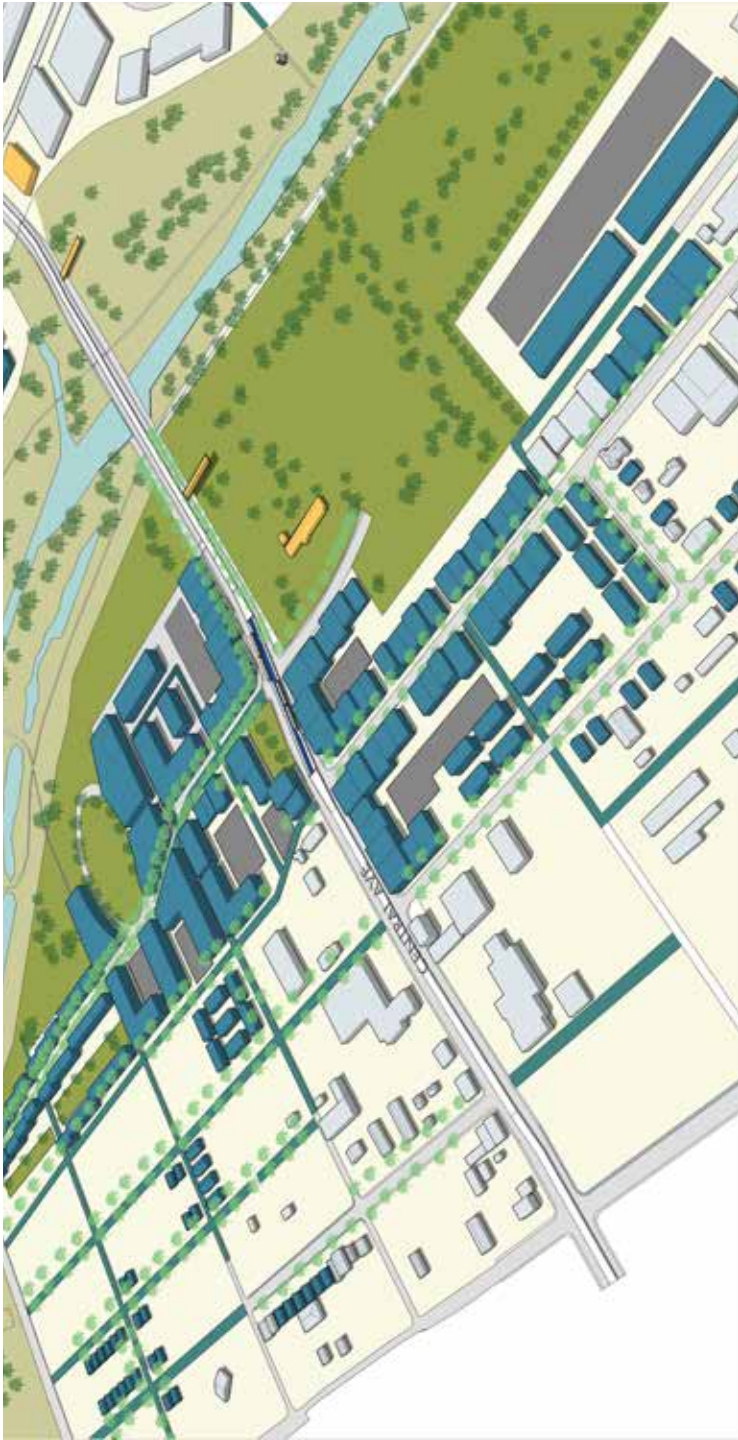
Walkable Infill - 15 year build out

Larger to medium scale flex industries begin to fill in south of the Rio Salado Park Scenic Drive and provide building form and definition supportive of a walkable employment center with enhanced pedestrian scaled experiences, access, and connectivity. Larger employers and institutions bring regional employment and service opportunities, breathing new life and activation to the area.

Complete the Neighborhood - 25 year build out

Additional neighborhood scaled infill maintains and enhances the established walkable street network and provides even greater connectivity to the Rio. A variety of housing is provided at various income levels providing equitable access to this regional employment and recreation hub. Entertainment, restaurants and services are all within 15-minute walk to this prominent innovation and cultural gateway to South Phoenix.

Walkable Infill



Complete the Neighborhood



The purpose of this Illustrative rendering is not to show development exactly as it will occur, but to provide visual guidance on community identified “priority sites” as it relates to the overall community vision, and to demonstrate a range of development scales and intensity respectful of existing neighborhoods, parcels and block configurations, and to be consistent with adopted station area “Place Types” to provide additional guidance for the application of the Walkable Urban form based code, where appropriate.

CELEBRATING THE RIO

In the year 2045 and building off existing programs and experiences, the Rio has greatly **enhanced** public recreation and cultural amenities with new information kiosks, trails, and local artwork now lining the edges of the Rio Salado providing an abundance of social, cultural, and entertainment opportunities all while paying tribute and respect to the river and the people that relied on its presence throughout Phoenix history. New activities and programming provide opportunities for all users, ages, and abilities to access and discover via culture and art walks, birds and beer events, and pop up community markets. Rio Salado Park Drive has become a major east - west safety corridor providing residents, businesses, and visitors access and connectivity to this new highly desirable regional amenity while maintaining a pedestrian scaled experience for existing residents and locals.

The purpose of this illustrative rendering is not to show development exactly as it will occur, but to provide visual guidance on community identified “priority sites” as it relates to the overall community vision, and to demonstrate a range of development scales and intensity respectful of existing neighborhoods, parcels and block configurations, and to be consistent with adopted station area “Place Types” to provide additional guidance for the application of the Walkable Urban form based code, where appropriate.

**NINA MASON
PULLIAM RIO SALADO
AUDOBON CENTER**

FULLERFORM (EST. 1947)

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VISION RIO SALADO

VISION RIO SALADO

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SOUTH AREA STRENGTHEN TRADITIONS AND CULTURE

2045 COMMUNITY VISION

The South Area is a vibrant connected environment that strengthens and prioritizes families, youth, and protecting the most vulnerable populations while inspiring all future generations to live, work, and thrive in place. With rich traditions to share, the community is a place to celebrate and share history, heritage, and cultural diversity with all who visit.

Specifically for this area, our community envisions:

- Protecting our residents most at risk from displacement, including those residing in our existing trailer parks
- Providing quality work-force training and job matching opportunities within our corridor to prevent the displacement and build community wealth
- Providing diverse mixed-income and equitable housing options that cater to a dynamic range of family make-ups and that are designed respectful of existing neighborhoods
- Urban agriculture – telling the history of the people and land and the future with healthy food
- Managed growth with unique investments at each light rail station stop driven by the need of local neighborhoods and desired by visitors to the corridor
- Parking solutions that balance business needs with residential neighborhood quality of life

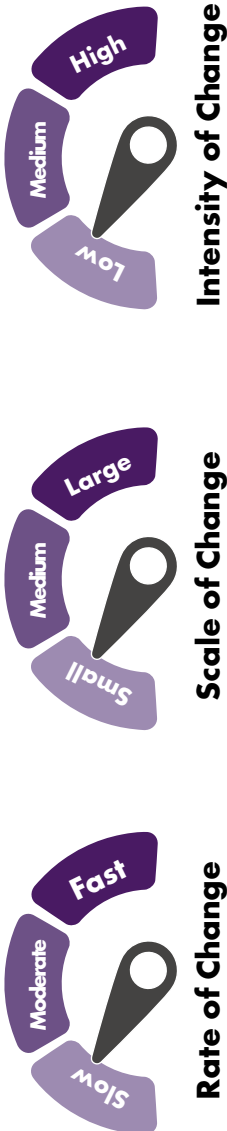


SOUTH AREA - PRIORITIZING GROWTH

The South area has prioritized growth **to reject displacement** of existing residents and businesses, while encouraging strategic and incremental growth respectful of the areas existing character. Established neighborhoods and commercial sites, fill in with appropriately scaled housing and land use while achieving the **community based vision for the future**.

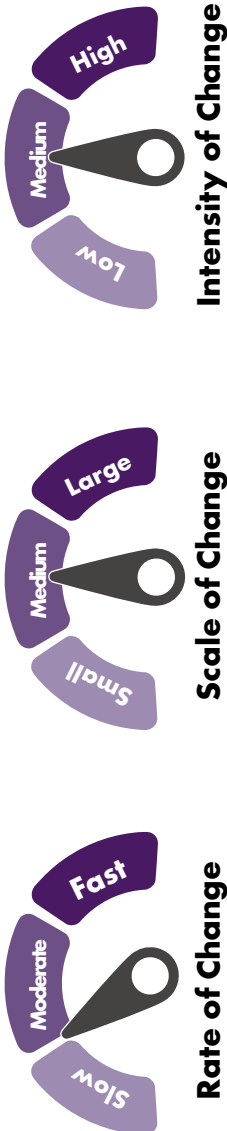
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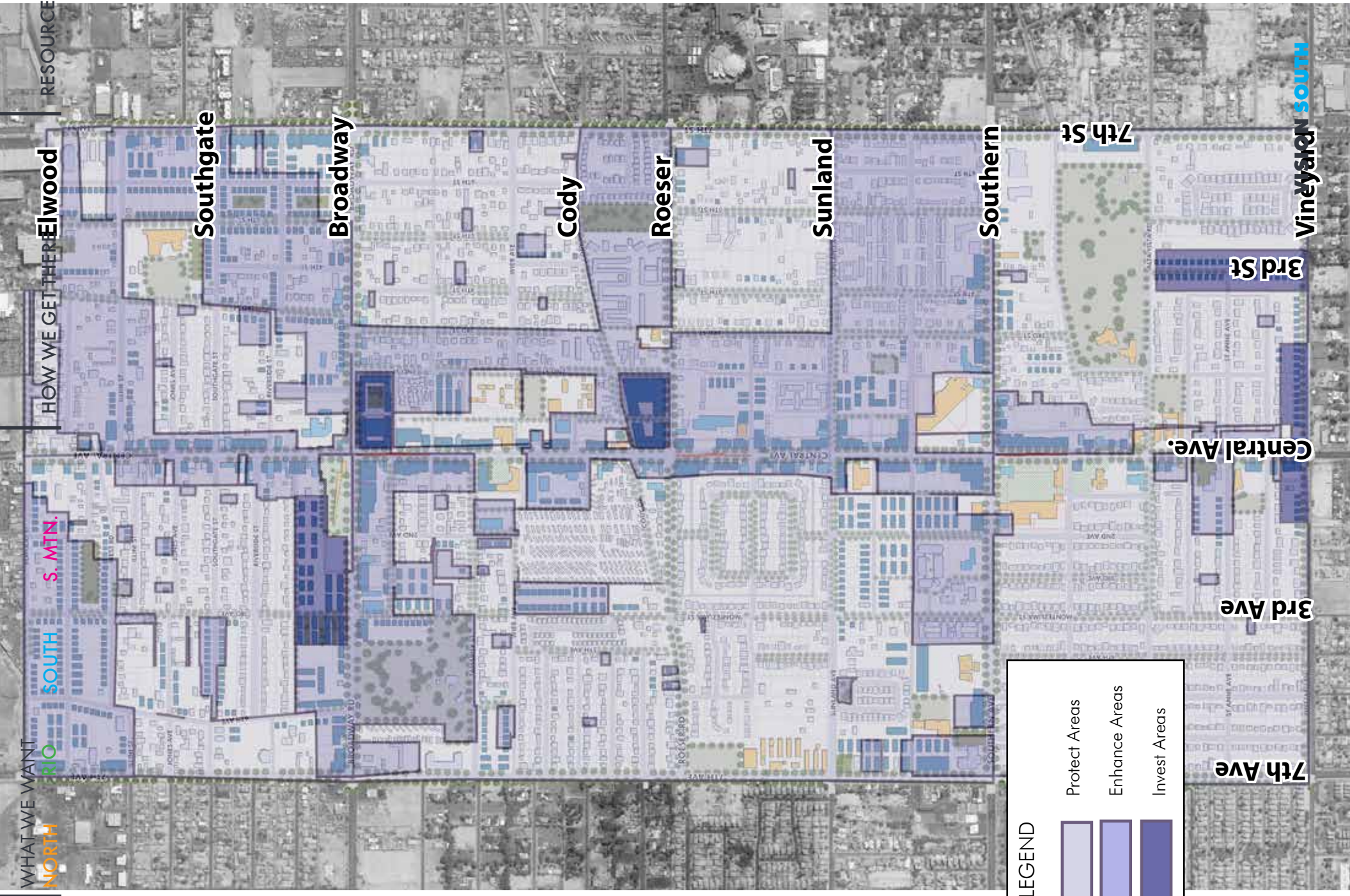
ENHANCE

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INVEST

Areas designated for **moderate rate** of growth strategies, **medium/large scale** and **medium/high intensity** investments. * Housing investments examples: Mid-rise apartments/condos, Mixed Use Residential.



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Broadway Stop:
Mixed-Use transit stop

- Variety of housing opportunities, ownership and rental, live/work space at affordable and market costs.
- Retail, restaurants and daily service – entertainment, office, arcade, grocery store and farmer's market.
- Community Facilities – community learning / training center, medical facilities – pharmacy, urgent care, etc.
- Mid-rise development (2-5 stories) in a walkable, connected format – buildings to the street, first floor entry and parking behind the buildings.

**Ed Pastor Transit Plaza:
Enhanced Transit Center**

- Provide mixed-income housing, focused on attainable and affordable units adjacent to the transit center.

South Neighborhoods:

- Housing revitalization and infill of vacant lots with of a size appropriate for the neighborhood.

7th Street Neighborhood:

- Expansion of neighborhood to provide new, mixed-income housing opportunities, including single family, multi-generational and small-scale multi-unit homes.
- Low-rise mixed-use development, located at the corner of 7th Street and Broadway Road to support daily needs of residents.

P

Roeser Stop:
Mixed-Use transit stop

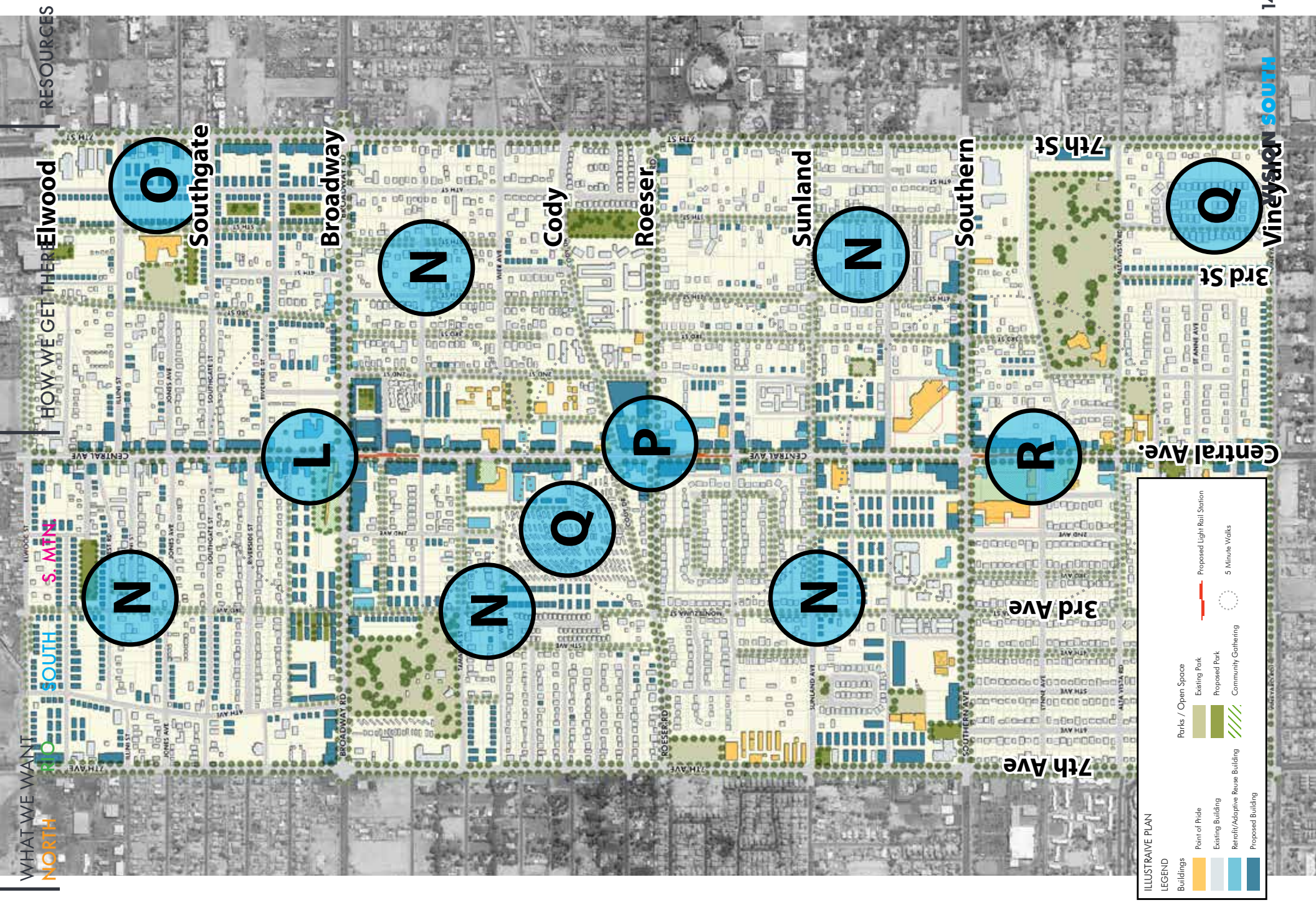
- Variety of mixed-income housing opportunities, ownership and rental.
- Retail, restaurants and daily service – entertainment, office, grocery store, farmer's market and library.
- Mid-rise development (2-4 stories) in a walkable, connected format – buildings to the street, first floor entry and parking behind the buildings.

Mobile Home Park:

- Preserve and stabilize the mobile home park as a low-cost housing opportunity for future residents.
- Investigate opportunities to create ownership opportunities within the mobile home park.

**Southern Stop:
Mixed-Use transit stop**

- Variety of mixed-income housing opportunities, ownership and rental.
- Retail, restaurants and daily service – entertainment, hotel, Mercado, and farmer's market.
- Mid-rise development (2-4 stories) in a walkable, connected format – buildings to the street, first floor entry and parking behind the buildings.

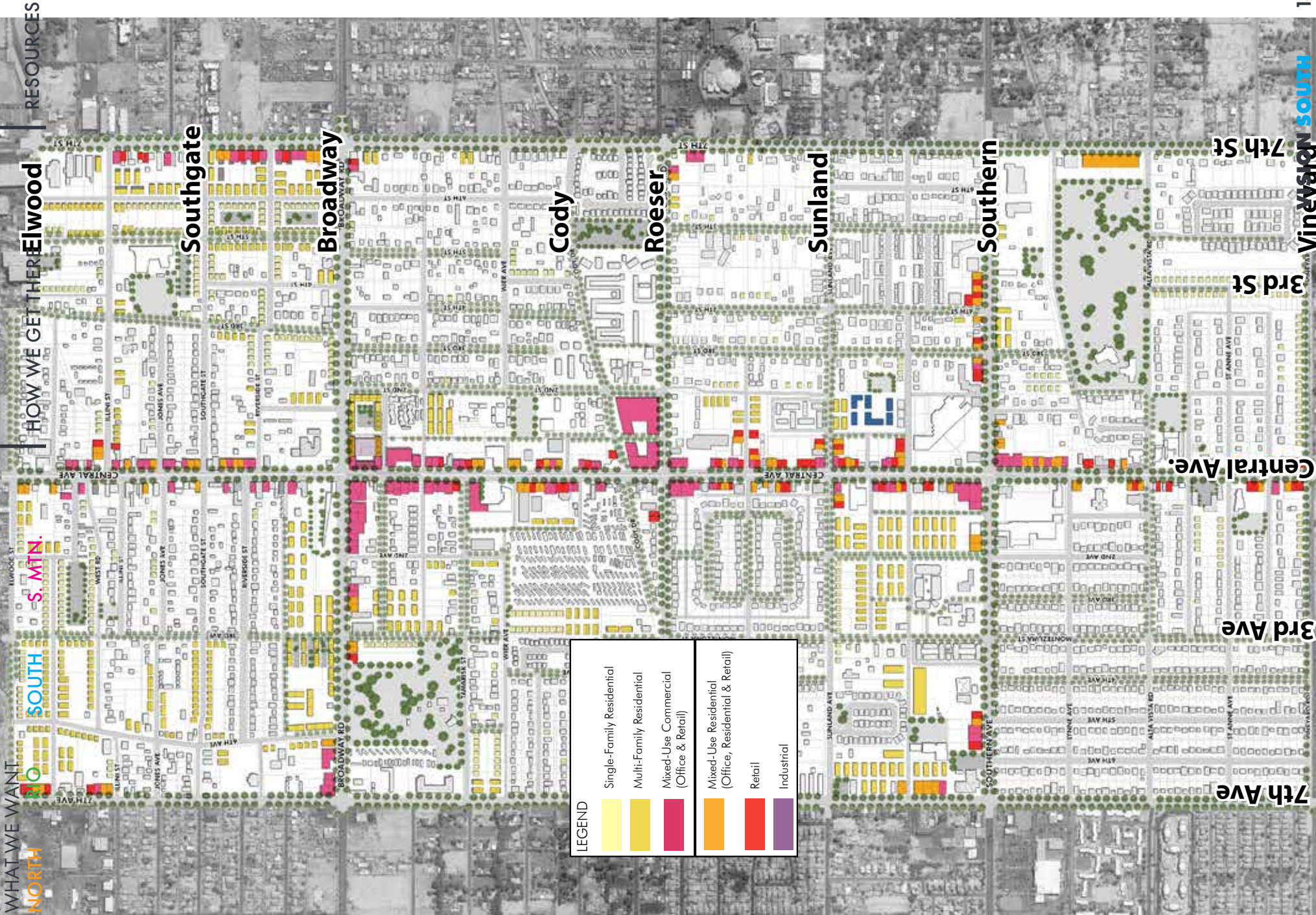


SOUTH AREA - LAND USE 2045

SOUTH AREA - LAND USE PRIORITIES

Tri-Center South

Three mixed use transit nodes have blossomed in the south area creating some of the most unique and culturally diverse experiences in the entire corridor. Surrounding these nodes, protected and enhanced established neighborhoods continue to thrive providing appropriately scaled affordable and mixed-income housing choices. Revitalization and infill of vacant lots have “completed” the neighborhood edges at appropriate scales and intensities. Existing and new businesses thrive, mobile home parks are stabilized and protected, and ownership opportunities have been created for all residents. New retail, restaurants, and entertainment complement the existing businesses and provide more capacity to support the meaningful and respectful growth of the area. Education, community centered learning, and civic leadership are strong and vibrant throughout this area. Youth opportunities and empowerment programming have expanded to influence nearby neighborhoods and communities as one of the most authentic art, culture, and ethnic heritage hubs in the entire valley. The area has given birth to several local developers, innovators, and entrepreneurs, cultivating community pride, success and resiliency like no other. The South Area shines as the heart of the corridor and South Mountain Village Primary Core.



SOUTH AREA - COMMUNITY IDENTIFIED AND PRIORITIZED INVESTMENTS

The South Area has prioritized investments **to reject displacement** of existing residents and businesses, while encouraging strategic and incremental growth respectful of the areas existing character. The following map identifies the **community identified and prioritized investments** associated with the **Health, Green Systems** and **Mobility** planning elements.

- L

Broadway Stop:

Mixed-Use transit stop

 - Green Space – improvements to local parks and green spaces – active uses, open space, dog park, stormwater retention area, and greening of streets – streetscape, green amenities and gathering spaces.
 - Broadway Road Improvements – safety improvements, bike and pedestrian improvements – wider sidewalks and bike lanes, and greening of the corridor for shade and comfort.
 - Central Avenue - pedestrian enhancement to for safety and comfort, wider sidewalk, shading – natural and man-made.

- N

Ed Pastor Transit Plaza:

Enhanced Transit Center

 - Create a Paseo for the community – comfort amenities for people – shade, seating, water fountains, trash receptacles, etc.
 - Improve pedestrian and bicycle connectivity to the transit center – complete sidewalk network and bike lanes.

- N

South Neighborhoods:

 - Improvement to 3rd Avenue/Montezuma Street, 3rd Street, Broadway Road, Cody Drive, Roeser Road, Sunland Avenue, Southern Avenue, Alta Vista Road, Vineyard Road for improved pedestrian and biking safety, connectivity and comfort – shade, green amenities and stormwater improvements.
 - Improvement of existing parks and green spaces to support neighborhoods. – active uses, community gardens space, open/ green space and public art.
- O

7th Street Neighborhood:

 - New and improved green spaces to support the existing residential community and new housing development. Pedestrian comfort improvements to 5th Street to support development and connectivity.

- P

Roeser Stop:

Mixed-Use transit stop

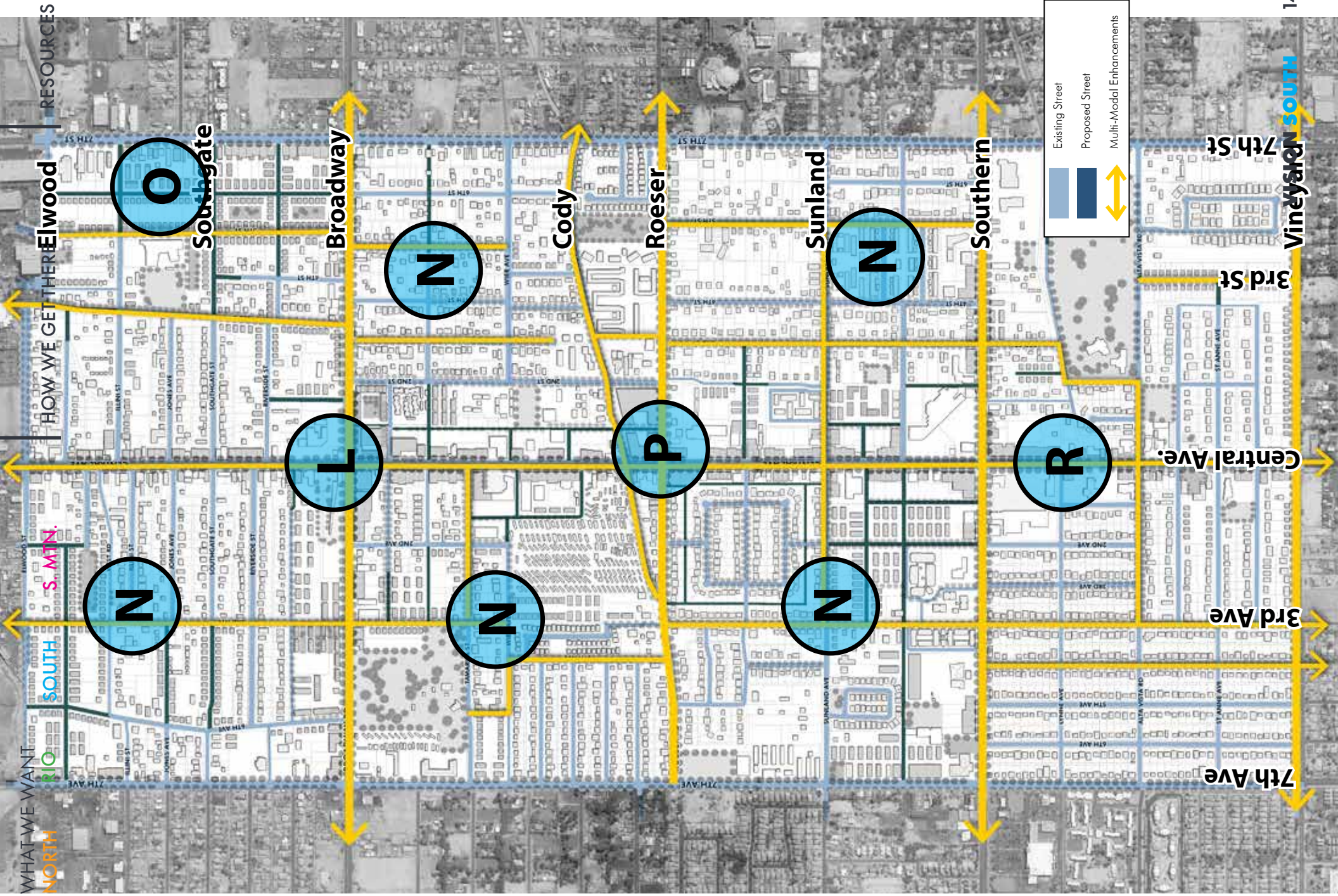
 - Green Space – improvements to local parks and green spaces – active uses, open space, dog park, stormwater retention area, and greening of streets – streetscape, green amenities and gathering spaces.
 - Roeser Road Improvements – create a Paseo to create a pedestrian oriented street, incorporating safety improvements, bike and pedestrian improvements – wider sidewalks and bike lanes, and greening of the corridor for shade and comfort.
 - Central Avenue - pedestrian enhancement to for safety and comfort, wider sidewalk, shading – natural and man-made.

- R

Southern Stop:

Mixed-Use transit stop

 - South Mountain Community Center – enhanced recreation space, active recreation areas, passive recreation space that incorporates shade, seating, water and landscape. Create a community learning / training center for South corridor residents.
 - Improvement to 3rd Avenue, 3rd Street, Southern Avenue, and Vineyard Road for improved pedestrian and biking safety, connectivity and comfort – shade, green amenities and stormwater improvements.
 - Green Space – improvements to local parks and green spaces – active uses, open space, dog park, stormwater retention area, and greening of streets – streetscape, green amenities and gathering spaces.
 - Southern Avenue Improvements – create a green street, incorporating safety improvements, bike and pedestrian improvements – wider sidewalks and bike lanes, and greening of the corridor for shade and comfort.
 - Central Avenue - pedestrian enhancement to for safety and comfort, wider sidewalk, shading – natural and man-made.

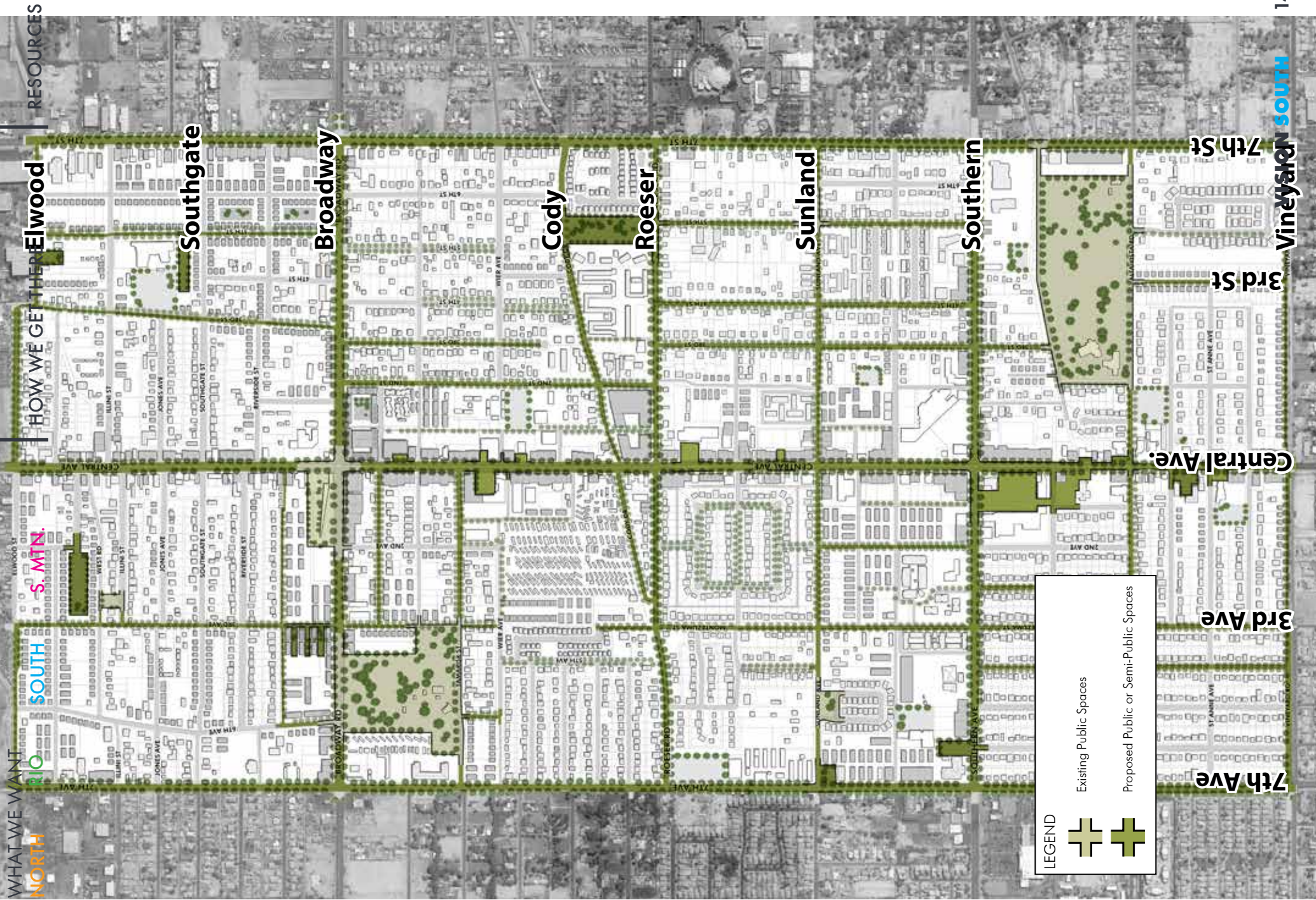


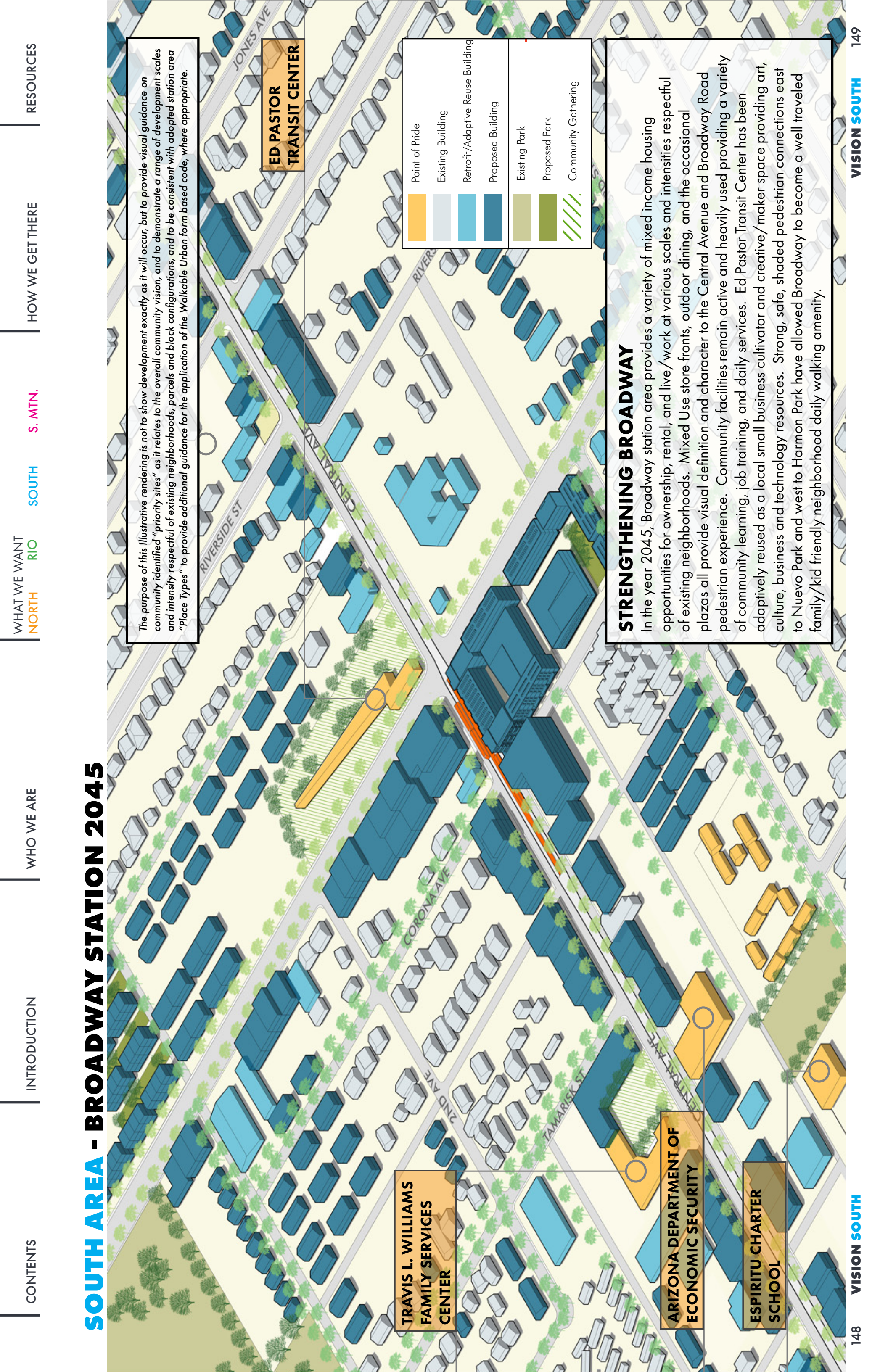
SOUTH AREA - OPEN SPACE 2045

SOUTH AREA - OPEN SPACE PRIORITIES

Southern Oasis

The South area found a striking balance between development, growth and preservation, building upon community authenticity and strengthening its unique geographic position between South Mountain and the Rio Salado. Access to green spaces, recreation, mobility, and community health choices are now sprinkled throughout a robust connected network of publicly accessible green spaces and seamlessly integrated into established neighborhoods. This new found equitable access for all new and existing residents has nurtured community awareness, participation, and leadership. Residents health and activities have improved with new, unique, and various opportunities for passive and active recreation for all ages and abilities. Children now walk comfortably and safely to school and nearby amenities, Neighborhoods have established walking groups, several "shared streets", and community festivals throughout the year. Employees are also building off the southern oasis with retail, restaurants, and commercial activation of green civic spaces along major arterial streets such as Broadway Road, Roeser Road, and Southern Avenue.





SOUTH AREA - BROADWAY STATION 2045

The purpose of this illustrative rendering is not to show development exactly as it will occur, but to provide visual guidance on community identified "priority sites" as it relates to the overall community vision, and to demonstrate a range of development scales and intensity respectful of existing neighborhoods, parcels and block configurations, and to be consistent with adopted station area "Place Types" to provide additional guidance for the application of the Walkable Urban form based code, where appropriate.

ED PASTOR
TRANSIT CENTER

TRAVIS L. WILLIAMS
FAMILY SERVICES
CENTER

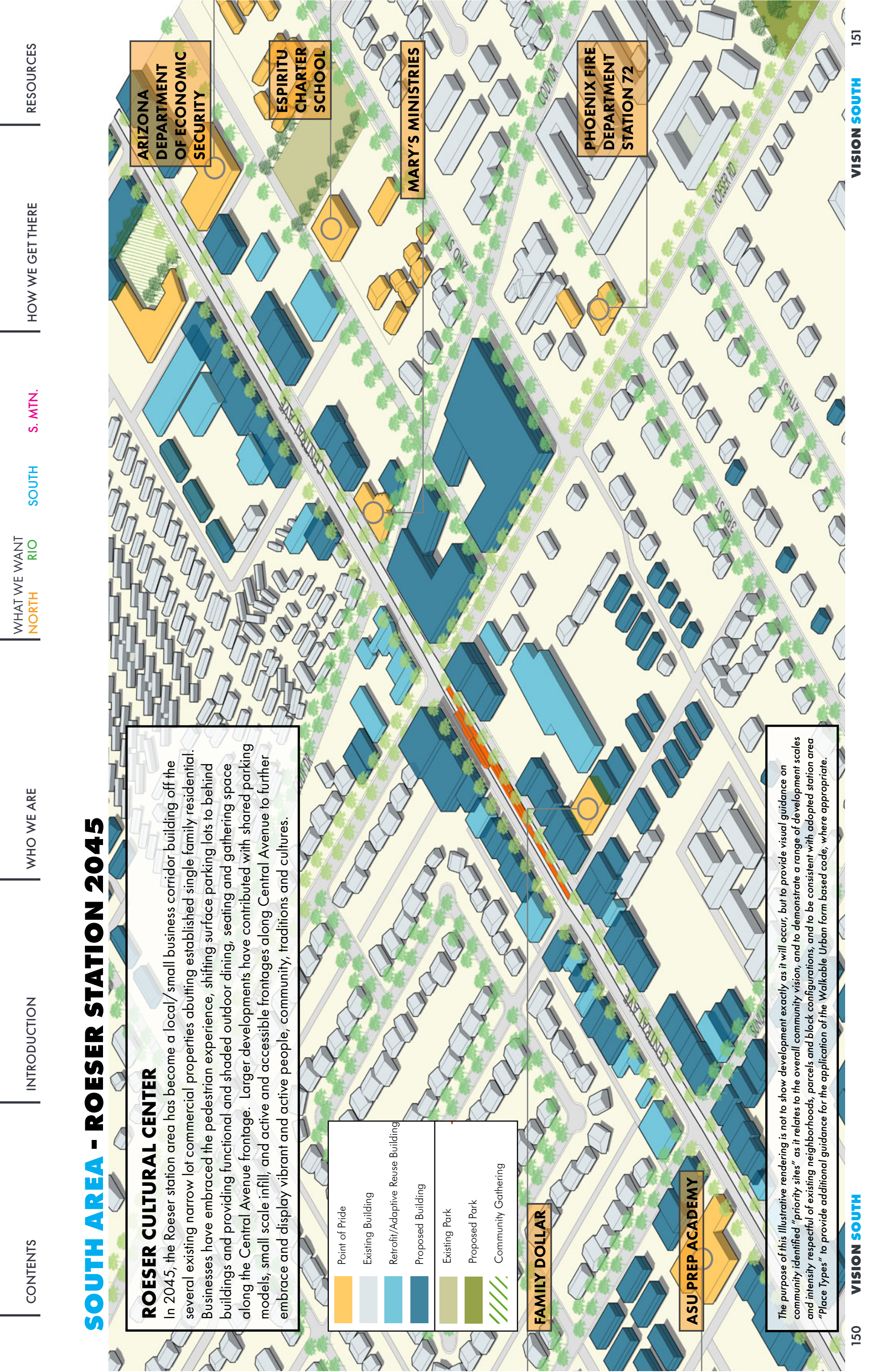
ARIZONA DEPARTMENT OF
ECONOMIC SECURITY

ESPIRITU CHARTER
SCHOOL

Point of Pride
Existing Building
Retrofit/Adaptive Reuse Building
Proposed Building
Existing Park
Proposed Park
Community Gathering

STRENGTHENING BROADWAY

In the year 2045, Broadway station area provides a variety of mixed income housing opportunities for ownership, rental, and live/work at various scales and intensities respectful of existing neighborhoods. Mixed Use store fronts, outdoor dining, and the occasional plazas all provide visual definition and character to the Central Avenue and Broadway Road pedestrian experience. Community facilities remain active and heavily used providing a variety of community learning, job training, and daily services. Ed Pastor Transit Center has been adaptively reused as a local small business cultivator and creative/maker space providing art, culture, business and technology resources. Strong, safe, shaded pedestrian connections east to Nuevo Park and west to Harmon Park have allowed Broadway to become a well traveled family/kid friendly neighborhood daily walking amenity.



SOUTH AREA - ROESER STATION 2045

ROESER CULTURAL CENTER

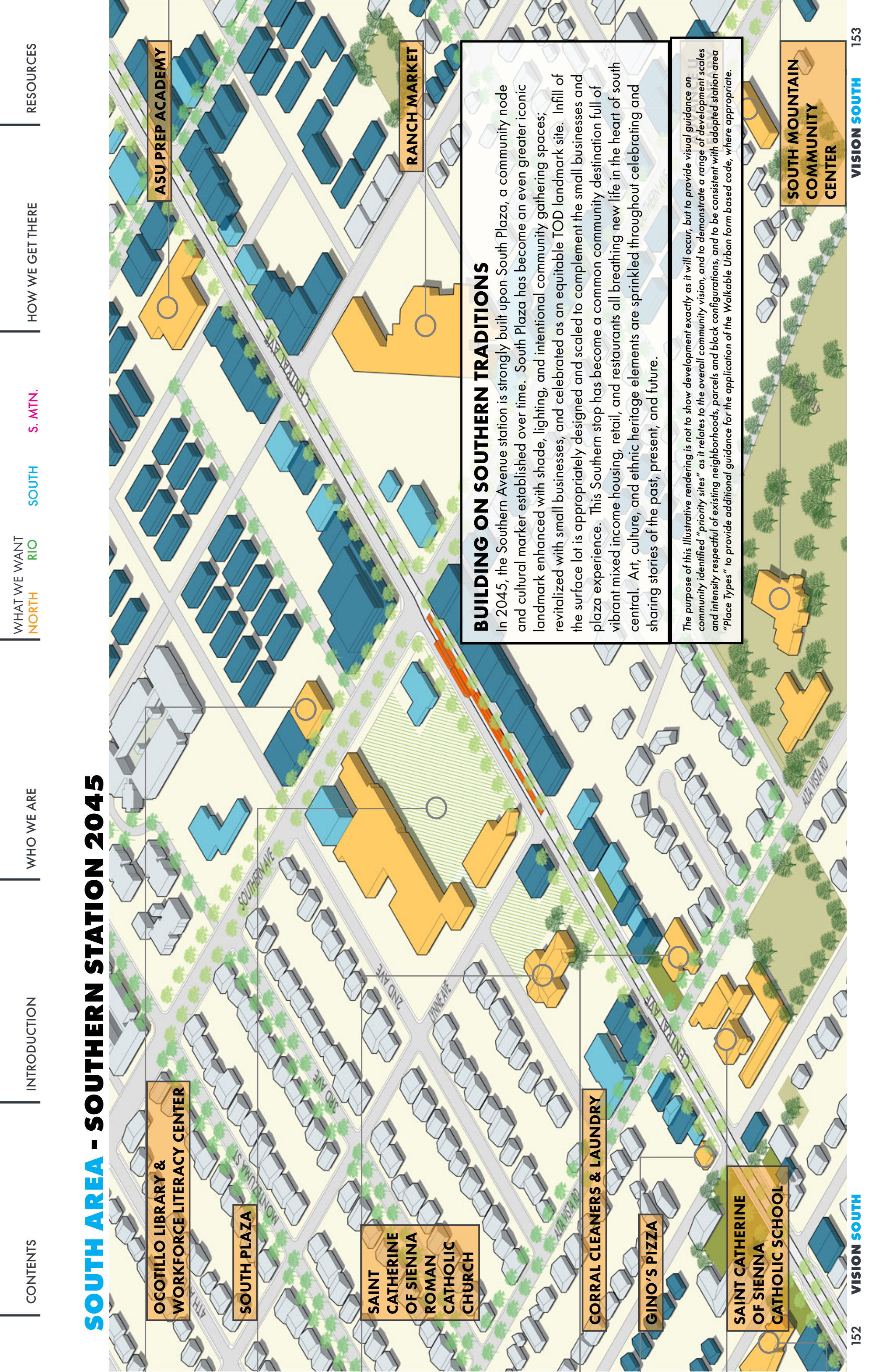
In 2045, the Roeser station area has become a local/small business corridor building off the several existing narrow lot commercial properties abutting established single family residential. Businesses have embraced the pedestrian experience, shifting surface parking lots to behind buildings and providing functional and shaded outdoor dining, seating and gathering space along the Central Avenue frontage. Larger developments have contributed with shared parking models, small scale infill, and active and accessible frontages along Central Avenue to further embrace and display vibrant and active people, community, traditions and cultures.

Point of Pride	Existing Building	Retrofit/Adaptive Reuse Building	Proposed Building	Existing Park	Proposed Park	Community Gathering

FAMILY DOLLAR

ASU PREP ACADEMY

The purpose of this illustrative rendering is not to show development exactly as it will occur, but to provide visual guidance on community identified "priority sites" as it relates to the overall community vision, and to demonstrate a range of development scales and intensity respectful of existing neighborhoods, parcels and block configurations, and to be consistent with adopted station area "Place Types" to provide additional guidance for the application of the Walkable Urban form based code, where appropriate.



SOUTH AREA - SOUTHERN STATION 2045

OCOTILLO LIBRARY & WORKFORCE LITERACY CENTER

SOUTH PLAZA

SAINT CATHERINE OF SIENNA ROMAN CATHOLIC CHURCH

CORRAL CLEANERS & LAUNDRY

GINO'S PIZZA

SAINT CATHERINE OF SIENNA CATHOLIC SCHOOL

BUILDING ON SOUTHERN TRADITIONS

In 2045, the Southern Avenue station is strongly built upon South Plaza, a community node and cultural marker established over time. South Plaza has become an even greater iconic landmark enhanced with shade, lighting, and intentional community gathering spaces; revitalized with small businesses, and celebrated as an equitable TOD landmark site. Infill of the surface lot is appropriately designed and scaled to complement the small businesses and plaza experience. This Southern stop has become a common community destination full of vibrant mixed income housing, retail, and restaurants all breathing new life in the heart of south central. Art, culture, and ethnic heritage elements are sprinkled throughout celebrating and sharing stories of the past, present, and future.

The purpose of this illustrative rendering is not to show development exactly as it will occur, but to provide visual guidance on community identified "priority sites" as it relates to the overall community vision, and to demonstrate a range of development scales and intensity respectful of existing neighborhoods, parcels and block configurations, and to be consistent with adopted station area "Place Types" to provide additional guidance for the application of the Walkable Urban form based code, where appropriate.

SOUTH MOUNTAIN COMMUNITY CENTER



SOUTH MOUNTAIN AREA HEALTH AND RECREATION HUB

2045 COMMUNITY VISION

The South Mountain area is a community hub for health and recreation investments. The green infrastructure along the canal banks and to South Mountain Park, connects people in affordable housing and mixed income residential neighborhoods to improved health and healthcare jobs.

Specifically for this area, our community envisions:

- Providing safe, shaded, and convenient walking paths
- Urban agriculture – telling the history of the people and land and the future with healthy food
- Resources and active places to promote safety at the end of the light rail line
- Easy connection between the last light rail stop and the mountain (bike lanes, shaded sidewalks, circulator)

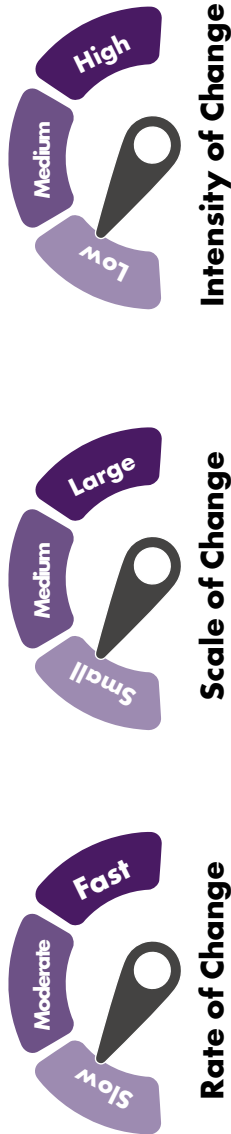


SOUTH MOUNTAIN AREA - PRIORITIZING GROWTH

The South Mountain area has prioritized growth **to reject displacement** of existing residents and businesses, while encouraging strategic and incremental growth respectful of the areas existing character. Established neighborhoods utilize appropriate housing typologies that fit the existing context while achieving the **community based vision for the future**.

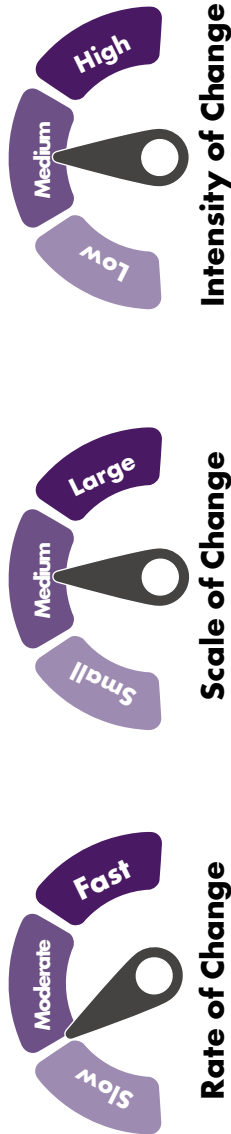
PROTECT

Areas designated for **slow incremental growth** strategies, **smaller scale** and **lowest intensity** investments. * Housing investments examples: ADU's, Tiny Homes, manufactured homes, duplexes, triplexes, fourplexes.



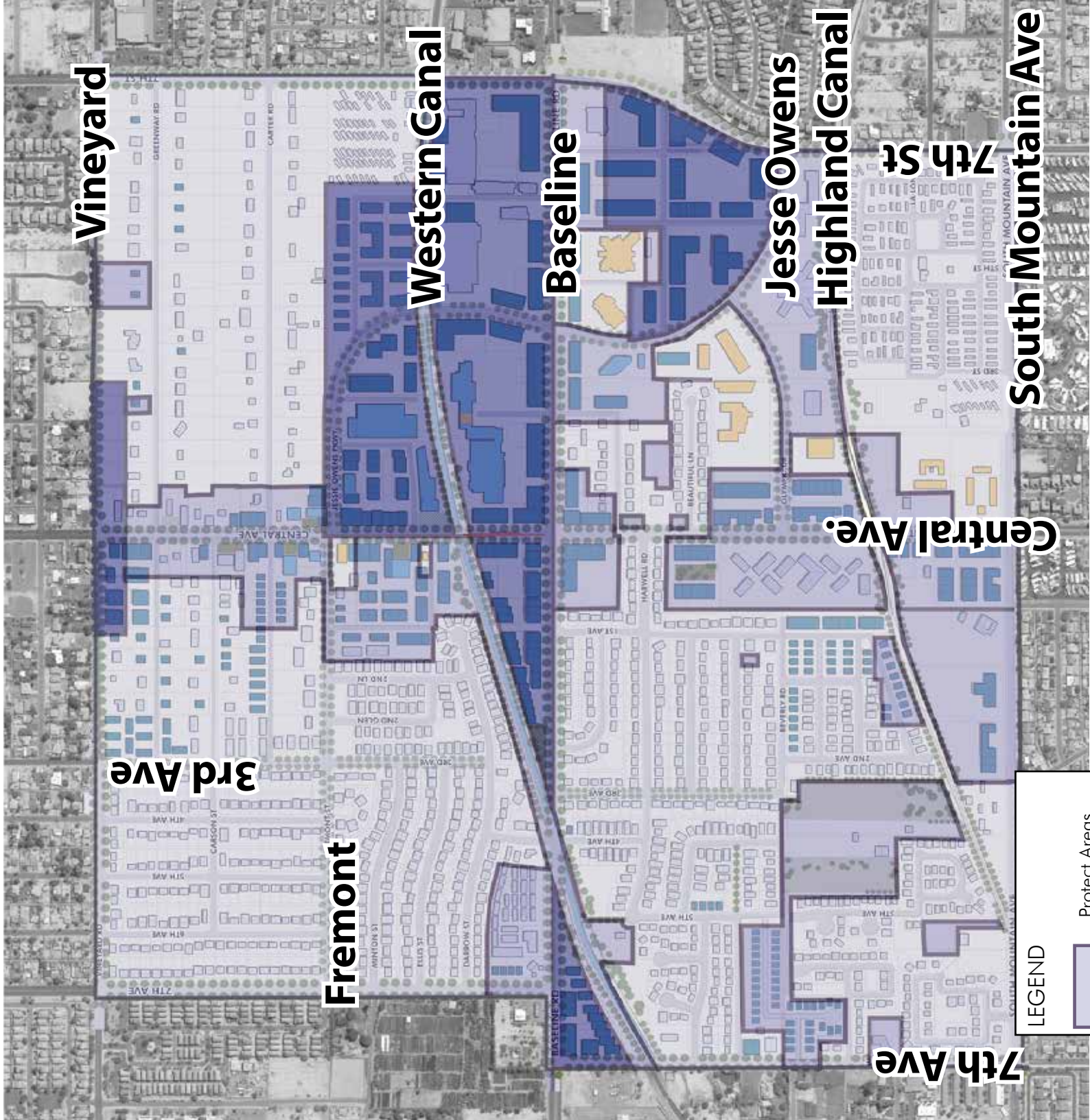
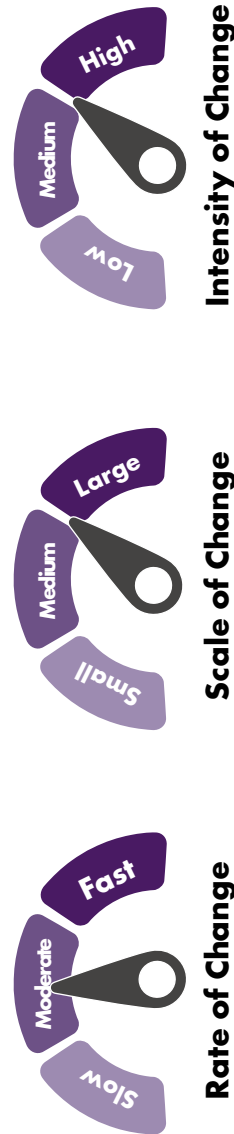
ENHANCE

Areas designated for **slow to moderate rate of growth** strategies, **medium scale** and **medium intensity** investments. * Housing investments examples: Courtyard Apartments, Townhouses medium multiplex, live-work.



INVEST

Areas designated for **moderate rate** of growth strategies, **medium/large scale** and **medium/high intensity** investments. * Housing investments examples: Mid-rise apartments/condos, Mixed Use Residential.



SOUTH MOUNTAIN AREA - COMMUNITY IDENTIFIED AND PRIORITIZED INVESTMENTS

The South Mountain Area has prioritized investments **to reject displacement** of existing residents and businesses, while encouraging strategic and incremental growth respectful of the areas existing character. The following map identifies the **community identified and prioritized investments** associated with the **Land Use, Housing** and **Economic Development** planning elements.

- T

Baseline Stop Mixed-use transit stop.
 - Variety of mixed-income housing opportunities, ownership and rental.
 - Retail, restaurants, office and daily service – entertainment, movie theater, bowling alley, Mercado (corner grocery store), farmer’s market, cultural attractions and live/work space.
 - Mid-rise development (2-5 stories) in a walkable, connected format – buildings to the street, first floor entry and parking behind the buildings.
- U

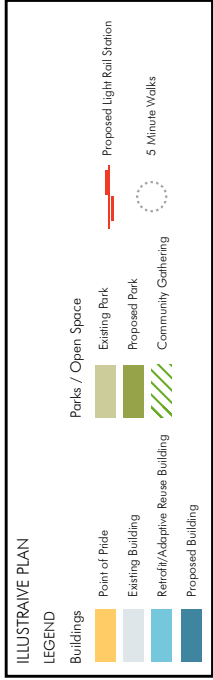
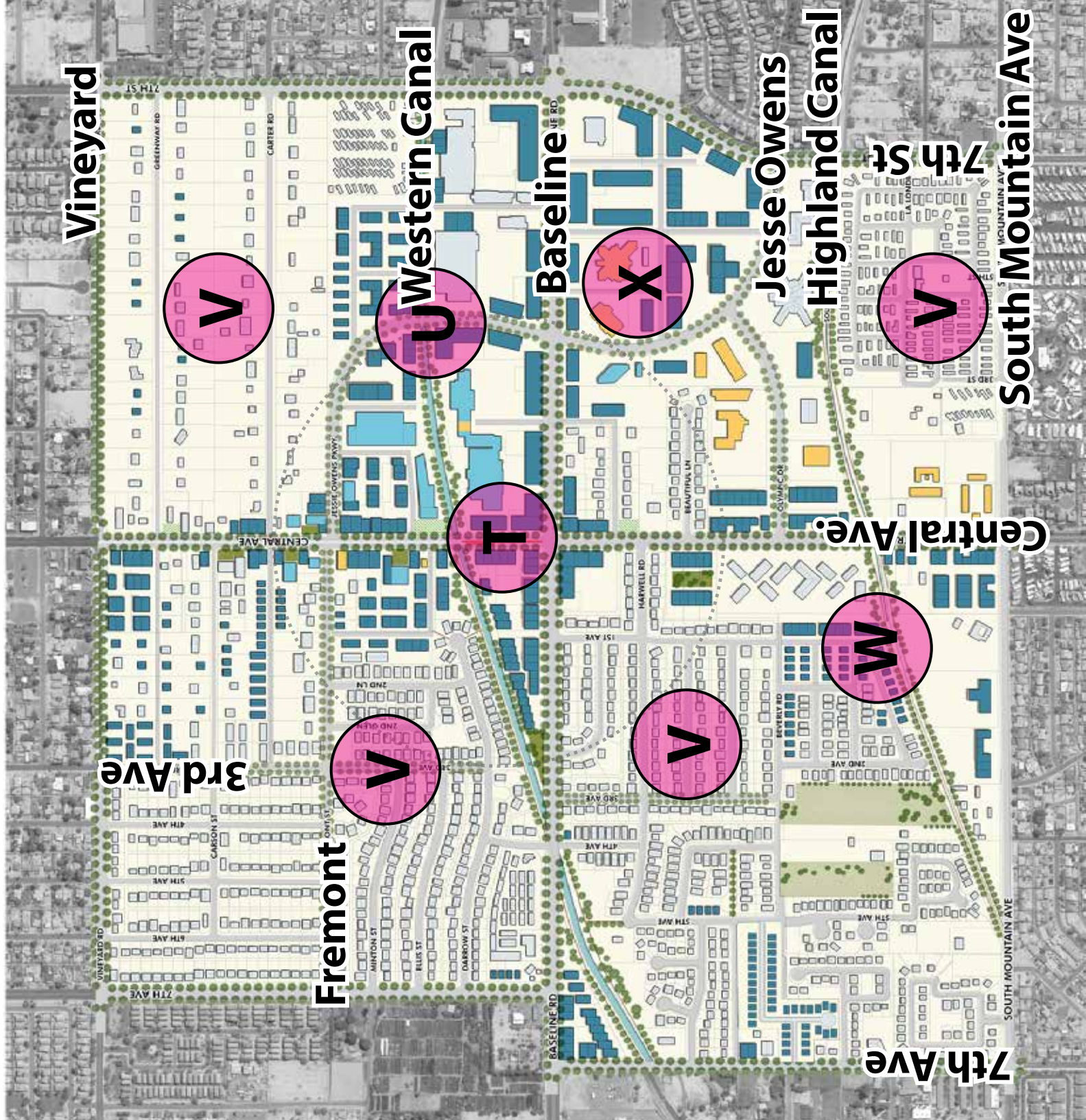
Western Canal
 - Mid-rise (up to 5 stories) mixed-use development centered on Jesse Owens Parkway.
 - Variety of mixed-income housing opportunities, ownership and rental.
 - Retail, restaurants, and daily service uses with offices including medical offices and educational spaces.
- V

South Mountain Neighborhoods
 - Housing revitalization and infill vacant lots with of a size appropriate for the neighborhood.

- W

Highland Canal
 - Create a higher-intensity, mixed-income neighborhood, with new green spaces, and that supports the adjacent neighborhood and is connected to the Baseline Corridor by the street network and improved canal.
- X

Employment Center
 - Office park setting that incorporates job opportunities for the community and a specific focus on medical uses. Within the park setting an opportunity for festival space and gatherings is incorporated.

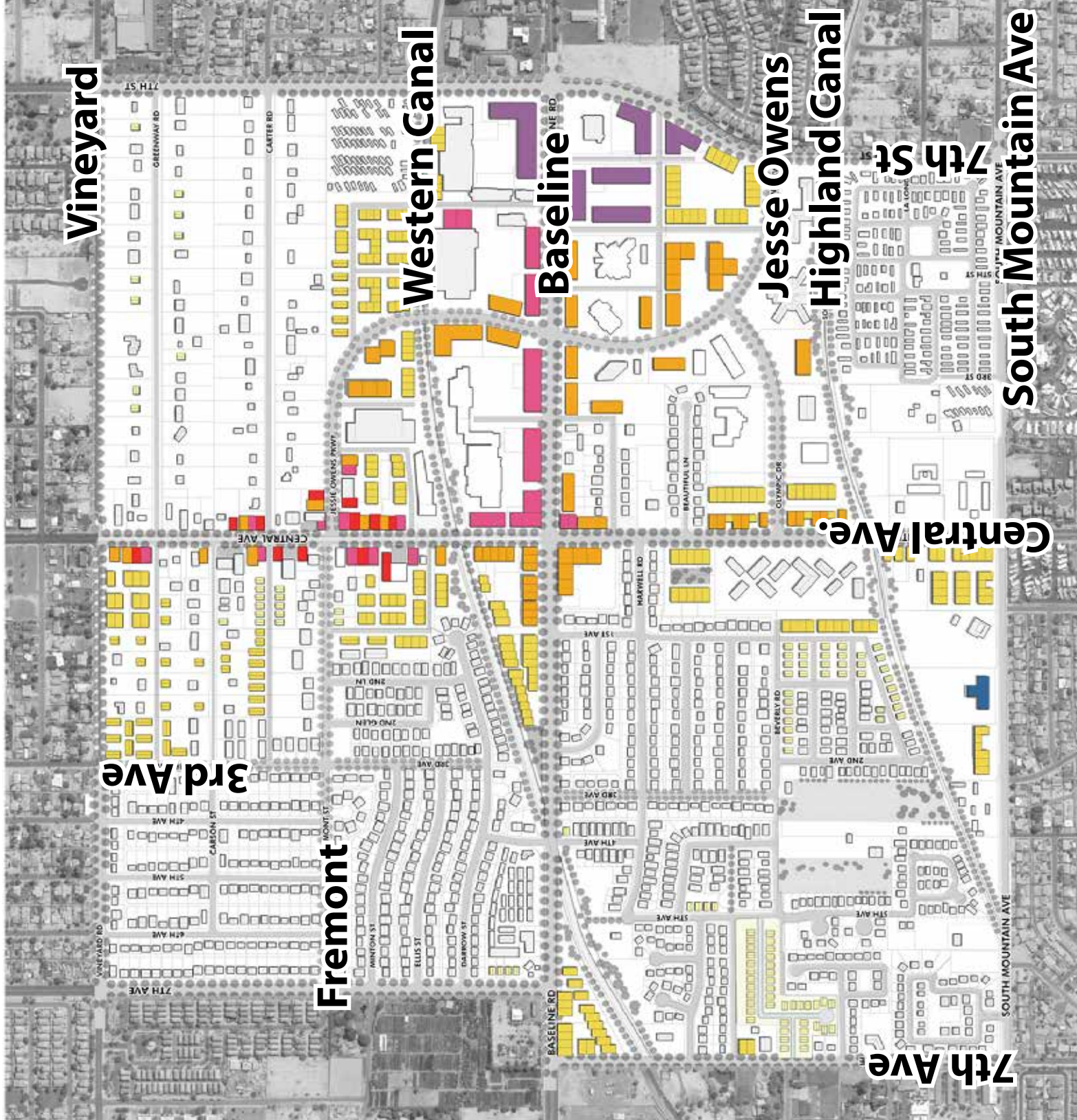


SOUTH MOUNTAIN AREA - LAND USE 2045

SOUTH MOUNTAIN AREA - LAND USE PRIORITIES

Employment/Entertainment Hub

The Baseline station area provides new regionally accessible mixed income housing, retail, restaurants and ample new job opportunities in health and healthcare related industries. This Regional Corridor destination now has an established gateway presence and campus-like walkable urban form with increased development intensity showcasing a playful connected mid-rise mixed-use destinations radiating around Jesse Owens Parkway. New entertainment uses bring activities like bowling, movie theaters, music and attractions for residents of all ages, cultures, and ethnicities. Activated canal frontages provide additional entrepreneurial opportunities for local residents, as well as weekend food, art, and community gathering events. Neighborhood scaled retail and educational spaces join the list of amenities for locals improving access to daily services and community resources. An abundance of sit down restaurants and retail have filled Central Avenue creating a unique “main street” destination with convenient parking facilities allowing visitors a “park once” experience. New mixed income housing, flexible live work units, and small to medium scaled multifamily appropriately infill neighborhood edges providing all residents new housing options.



SOUTH MOUNTAIN AREA - COMMUNITY IDENTIFIED AND PRIORITIZED INVESTMENTS

The South Mountain Area has prioritized investments **to reject displacement** of existing residents and businesses, while encouraging strategic and incremental growth respectful of the areas existing character. The following map identifies the **community identified and prioritized investments** associated with the **Health, Green Systems** and **Mobility** planning elements.

- T

Baseline Stop

Mixed-use transit stop.

 - Local Transit – improved local bus/transit stops, park & ride lot, urban circulator bus along the Baseline Corridor and adjacent neighborhoods.
 - Improvement to Baseline Road, Central Avenue, Jesse Owens Parkway and Western Canal for improved pedestrian and biking safety, connectivity and comfort – shade, green amenities and stormwater improvements.
 - Green Space – improvements to local parks and green spaces – active uses, open space, dog park, stormwater retention area, and greening of streets – streetscape, green amenities and gathering spaces.
 - Baseline Road Improvements – create a green street, incorporating safety improvements, bike and pedestrian improvements – wider sidewalks and bike lanes, and greening of the corridor for shade and comfort.
- U

Western Canal

 - Canal Improvements – improved canals to create better connectivity, recreational and gathering spaces for residents and visitors. Create green canal-scapes that provide shaded pathways and gathering areas for users.

- V

South Mountain Neighborhoods

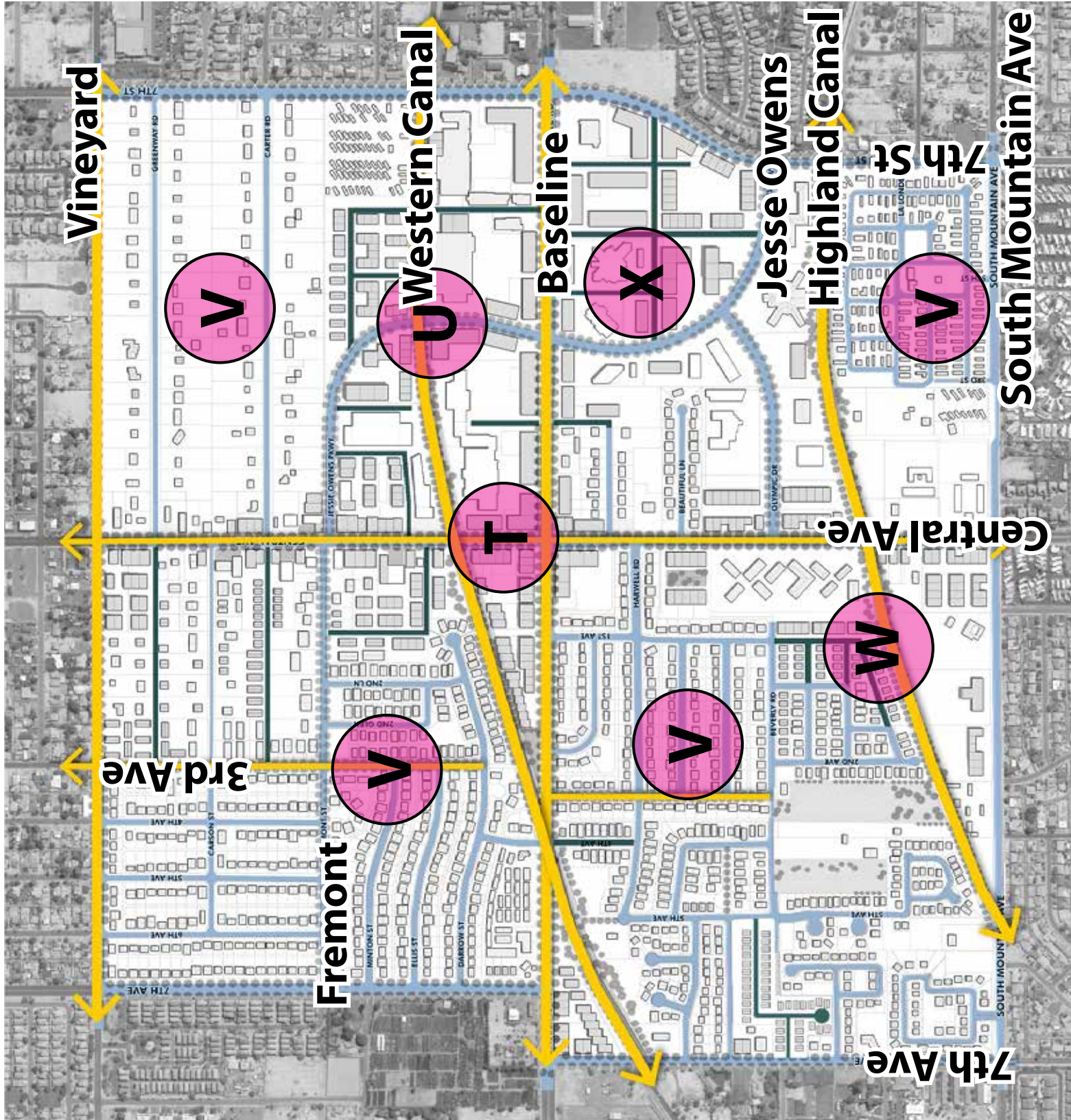
 - Improvement to 3rd Avenue, Vineyard Road, Jesse Owens Parkway and Olympic Drive for improved pedestrian and biking safety, connectivity and comfort – shade, green amenities and stormwater improvements.
 - Improvement of existing parks and green spaces to support neighborhoods. – active uses, community gardens space, open/green space and public art.
- W

Highland Canal

 - Canal Improvements – improved canals to create better connectivity, recreational and gathering spaces for residents and visitors. Create green canal-scapes that provide shaded pathways and gathering areas for users.
- X

Employment Center

 - Office park setting that incorporate job opportunities for the community and a specific focus on medical uses. Within the park setting an opportunity for festival space and gatherings is incorporated.

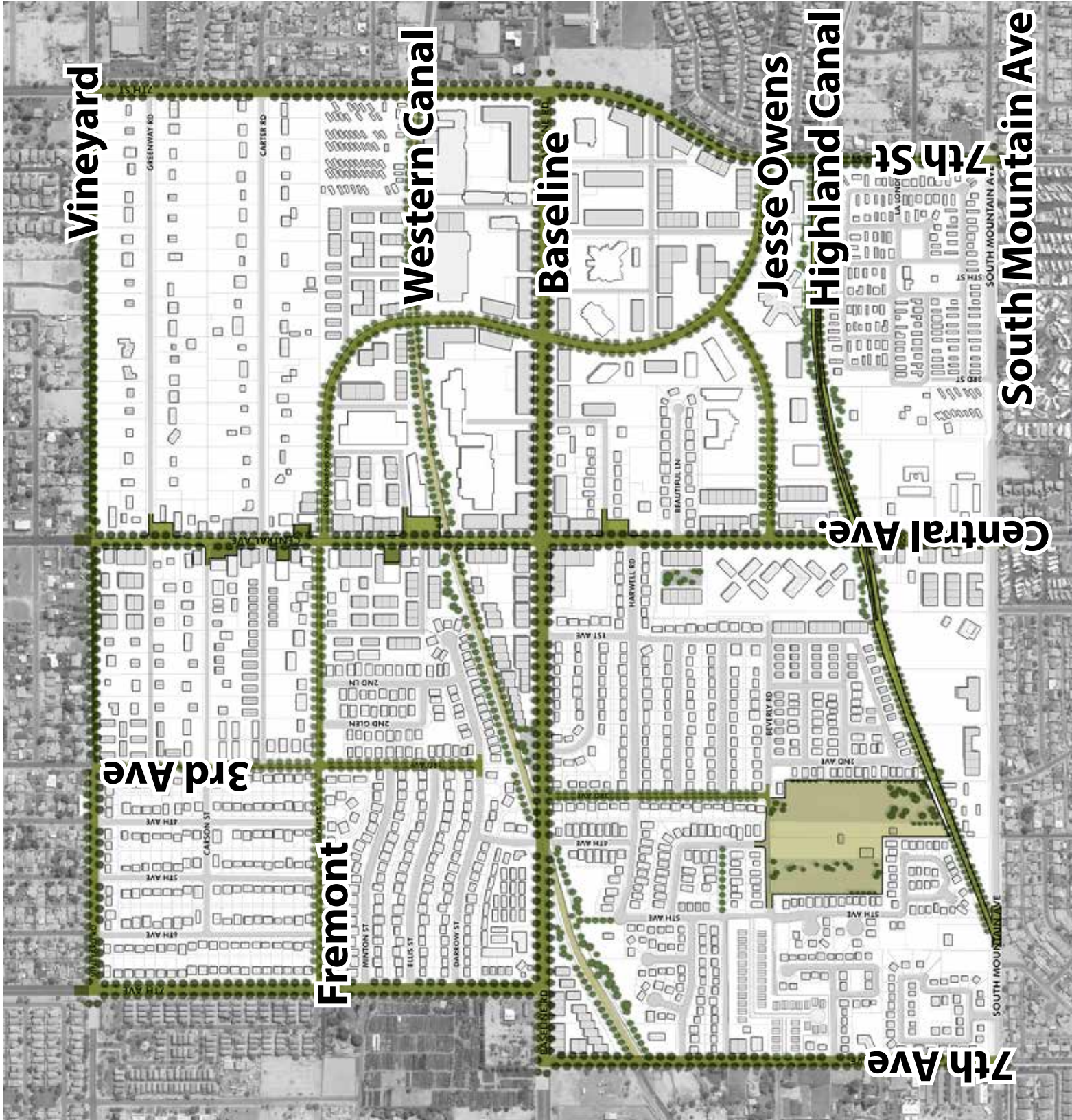


SOUTH MOUNTAIN AREA - OPEN SPACE 2045

SOUTH MOUNTAIN AREA - OPEN SPACE PRIORITIES

Walk the Walk

The South Mountain area is a walker’s paradise. Western and Highline canal improvements including trees, art, and multi-use trails ensure that every resident in this area is within a 10 minute walk of publicly accessible green spaces, outdoor gathering areas, and/or people friendly active transportation infrastructure. Established neighborhoods and residents benefit with shortened block patterns, conveniently located paseos and pedestrian ways, and shared streets connecting to a variety of trails in the area, including nearby South Mountain Park Preserve. Improvement to several major streets prioritized enhancements for pedestrian and biking experiences, and provided more comfort through shade and green amenities. Local parks and green spaces support neighborhoods by providing active uses, open space, dog parks, community gardens, public art, and heat relief amenities such as splash pads and cooling stations. The new employment hub and office park along Jesse Owens Parkway also provide larger, community space for festivals, markets, and community gathering events in an amphitheater style and park like setting.





SOUTH MOUNTAIN AREA - BASELINE STATION 2045

HEALTH AND RECREATION HUB

In the year 2045, the Baseline Station area offers a variety of mixed income housing, ownership, and rental choices. The area prides itself in facilitating a grand entry into the South Central Corridor with an abundance of shaded walking and bicycling paths connecting the “Mountain to the River”. Residents have a multitude of convenient options for healthy lifestyle choices, entertainment and gatherings. Newly established and innovative community health resource centers, recreation options, and publicly accessible plazas have enhanced the vibrancy of commercial and entertainment spaces. Locally owned small businesses and art galleries now sprinkle the Western and Highline canals, as well as Central Avenue with authentic community places and experiences.

The purpose of this illustrative rendering is not to show development exactly as it will occur, but to provide visual guidance on community identified “priority sites” as it relates to the overall community vision, and to demonstrate a range of development scales and intensity respectful of existing neighborhoods, parcels and block configurations, and to be consistent with adopted station area “Place Types” to provide additional guidance for the application of the Walkable Urban form based code, where appropriate.

NFL YET COLLEGE
PREP ACADEMY

SOUTH POINTS
JUNIOR HIGH

SOUTH POINTS
HIGH SCHOOL

PONCHO’S MEXICAN
FOOD AND CANTINA

AZUKAR COFFEE

MESQUITE

MOUNTAIN PARK
HEALTH CENTER

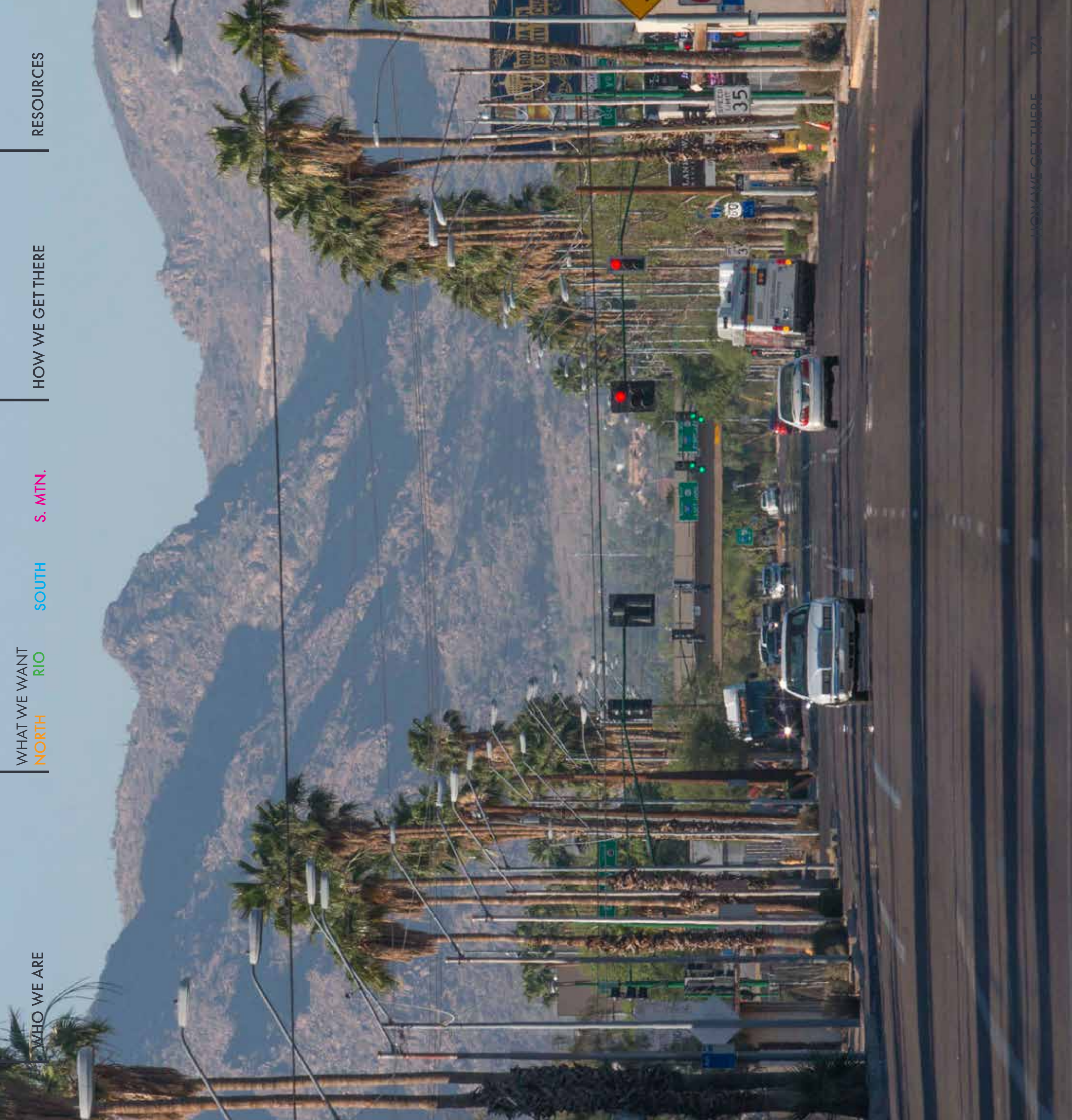
CHAMPION SCHOOLS
SOUTH MOUNTAIN

SOUTH MOUNTAIN AREA - CANALSCAPE 2045



SOUTH CENTRAL CANALSCAPE

In 2045, the canalscape has transformed to major bike and pedestrian corridors that safely connect South Central to regional destinations, including South Mountain Park and Preserve and the Rio Salado. The canals enhance the corridor’s sense of place thanks to the celebrations of arts, foods, and culture taking place and paying tribute to the historic value of life supporting water resources. Public art along the banks communicates Phoenix’s rich history and cultural pride. Shaded walkways and activated building frontages provide a pleasant strolling environment that breathes new life into these great amenities. Vendors with their crafts, food, and art brighten up the canal on weekends, and health is promoted with health advocates and organizations celebrating this new community health amenity the health benefits that come from a more active lifestyle.

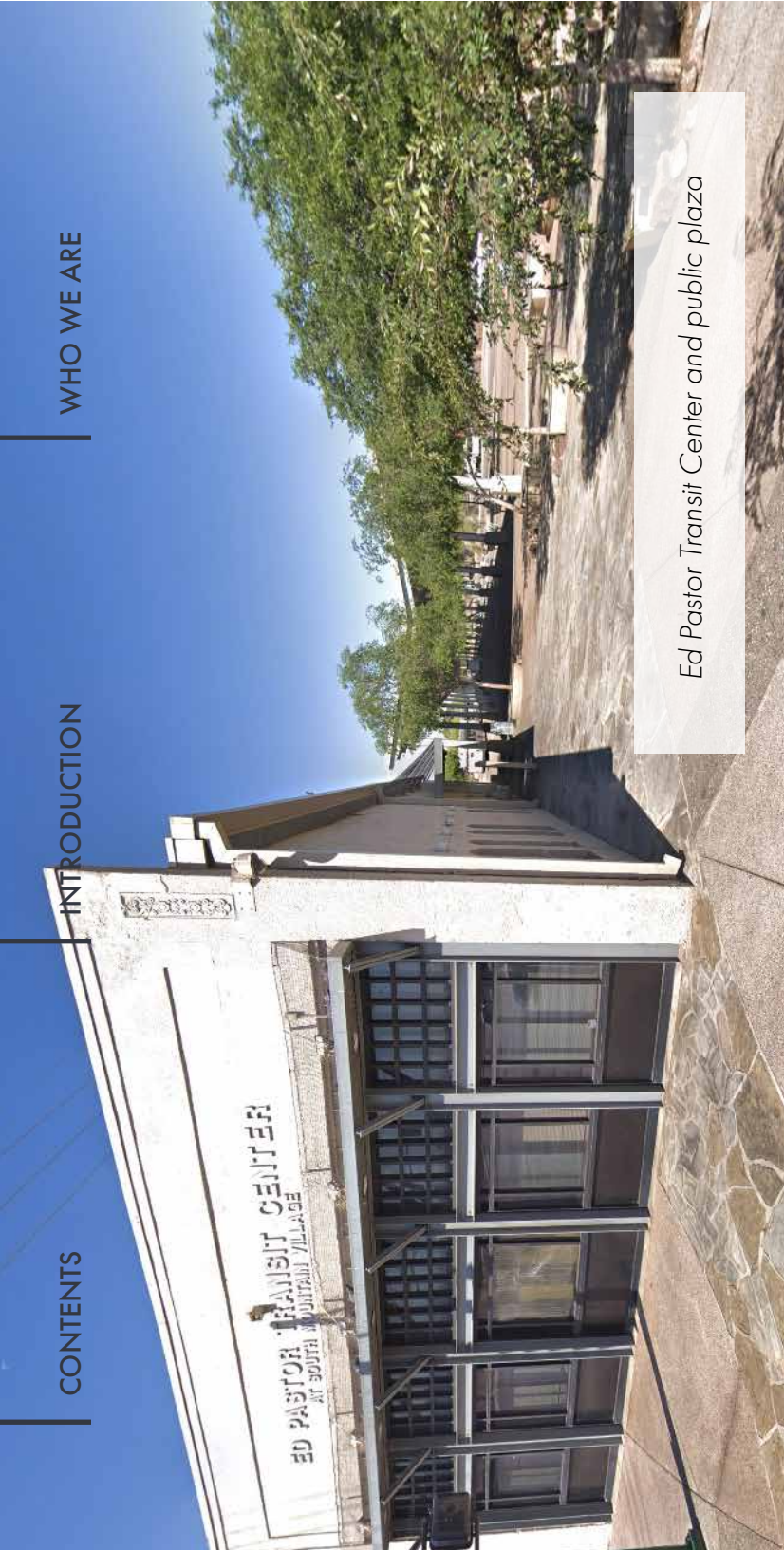


PART 4 HOW WE GET THERE

Transitioning the current conditions to the vision through policy support, community involvement, interdisciplinary collaboration, capacity building, partnerships, and outcome driven performance measures for transparency and accountability.

“ South Phoenix has many people that have lived there for a long time and has raised a lot of families. The policy plan is a living document and it will have to continue to provide respect and dignity for every resident in the Corridor. ”

PETRA FALCON, PROMISE ARIZONA
South Central TOD Grant Team



Neighborhood Character

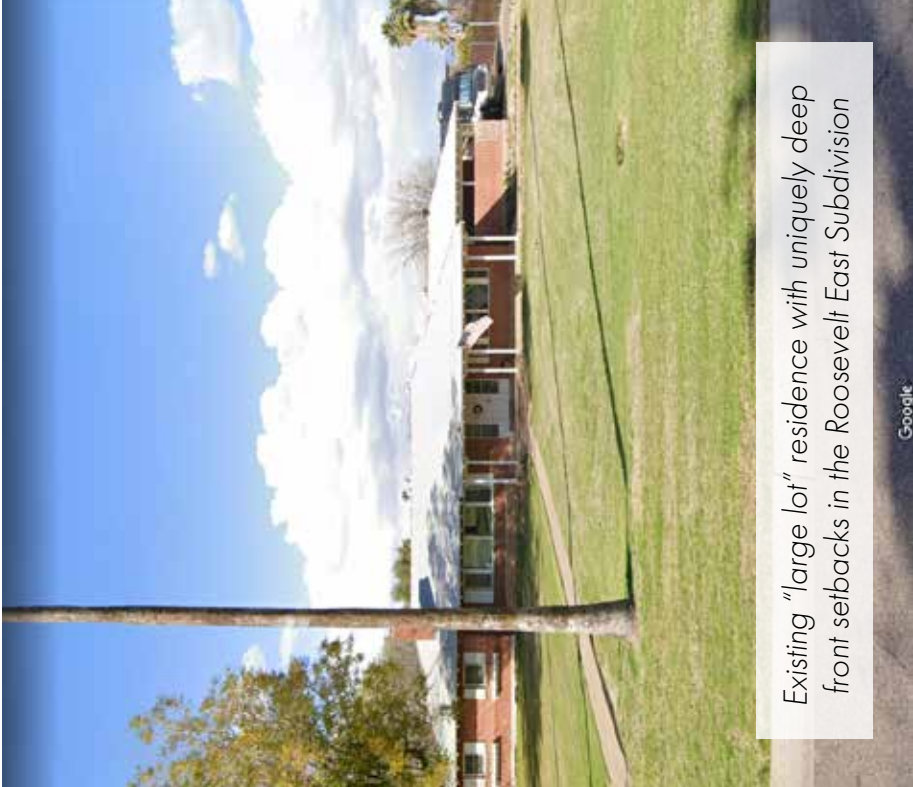
The ‘look and feel of an area’, especially when its residential areas are already defined and built-out. The way that **character** is regulated varies from place to place, for instance, a residential historic neighborhood is regulated differently than other residential developments in order to preserve its more prominent architectural and historic elements. There are many elements that help define the character of an area, such as, but not limited to: block structure, parcel configurations, alleyways, build to lines, setbacks, frontage standards, open space standards, parking standards, building heights, allowed uses, and lot coverages.



Newly constructed straw bale construction duplex in the Grant Park Neighborhood

The public right-of-way which consists of sidewalks and landscape areas

elements that help define the character of a neighborhood while providing linkages that create the connectivity between the residents and their wider community. Understanding the **streetscape** in the context of it’s neighborhood can provide guidance on how to improve the function and performance towards safer, healthier, and more equitable streetscapes that are context sensitive.



Existing “large lot” residence with uniquely deep front setbacks in the Roosevelt East Subdivision

By understanding the neighborhood character or ‘form’ of an area and its development patterns, along with an understanding of the community based vision; development partners can utilize urban design best practices to provide guidance for the future of the corridor. Urban design best practice standards, when applied consistently as zoning and development standards, will provide guidance for new development that, while new and perhaps different in architectural design, can still be respectful, inclusive, and compatible with the existing character of a neighborhood, help maximize the potential for community revitalization, and enhance existing services and businesses for longtime residents.

SOUTH CENTRAL CORRIDOR

“CHARACTER AREAS” ASSESSMENT

Introduction

Form-Based Codes, such as the Walkable Urban Code, are known to connect the complex physical environment to standards that can be adjusted for each individual context, or character area, while providing the restorative potential of time tested pedestrian oriented forms of urbanism. The following sections provide several foundational topics for further evaluation and guidance towards the research and refinement of regulatory (required) South Central Corridor “Character Area” development standards to be incorporated into the city’s Walkable Urban (WU) Code (Chapter 13) of the Phoenix Zoning Ordinance. These sections also provide interim guidance on zoning and entitlement requests within the South Central Corridor to be respectful and consistent with the South Central Corridors’ community-based vision to “Reject Displacement” .

Subsequent research and analysis is needed prior to amending the Walkable Urban Code to include South Central Corridor “Character Area” standards. While best practice urban design principles and development standards provide extensive guidance for new development and community revitalization, their are existing legal constraints, property rights, and other regulatory barriers that must also be considered. To that end, the implementation strategies, policies, and actions in the next section provide additional guidance, tools, resources, and partnerships to realize the full transformative opportunities the community seeks to achieve their vision.

What does DENSITY got to do with it?

Sometimes, concerns over density might be less about the density and more about the **scale** or **massing** that certain building typologies appear imposing, out of place, and uninviting to residents, pedestrians, or to the established or desired “character”. A building typology with appropriate “in-scale” frontages standards on the ground floor and other site and lot development standards can help minimize building massing, while providing architectural variety and detailing. Such standards can be used to promote neighborhood and “character” compatibility, regardless of architectural styles. While there is a lot of discussion about appropriate building types, the traditional building structure in walkable communities commonly occurs as rectangles or squares as shown in the samples to the right.

The key is how the Building Frontage

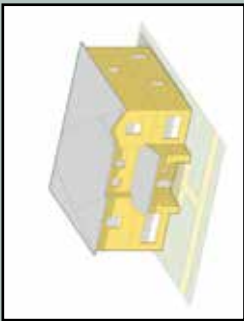
+ Streetscape are designed: A building’s appearance can be dramatically altered with the addition of porches, windows, roof details or the alteration of a roof line. Good design can reduce the apparent size of a building, allowing it to “fit” in with existing established neighborhood character.

Although the Walkable Urban (WU) Code and its Transects (urban zoning districts) provide specific guidance on frontages, they were created to address the needs of vibrant mixed-use light rail corridors where increased intensity and scale of development is desired.

Per the South Central Corridor vision to “reject displacement”, not all areas desire a dramatic rate of change in scale and intensity, especially where established residential character already exists.



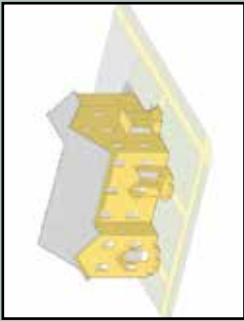
Multi-generational/ADU



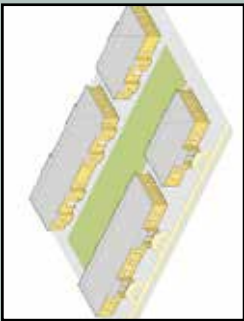
Duplex - Two Story



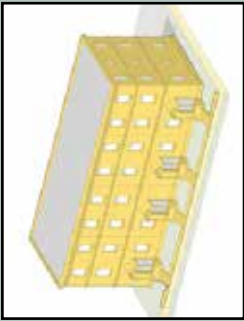
Duplex - Single Story



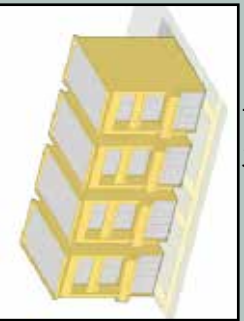
Multi-Unit House



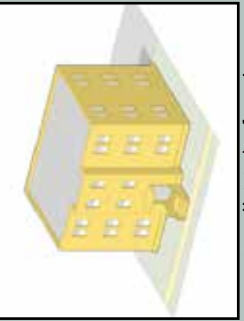
Courtyard Housing



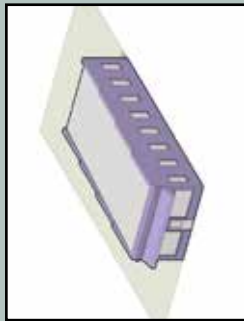
Townhouse/Rowhouse



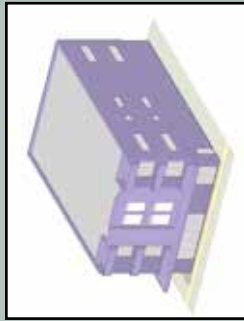
Live/Work



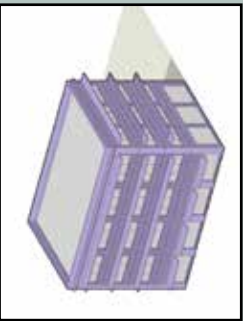
Small Multi-family



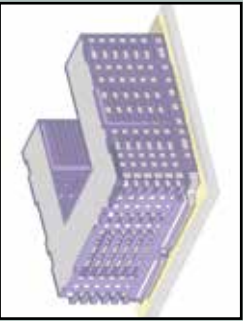
Small Commercial



Small Mixed-Use



Medium Mixed-Use



Large Mixed-Use

Sample Building and Housing Typology Considerations:

ADUs – The Benefits of Accessory Dwelling Units

One housing typology that is worth focusing on is Accessory dwelling units (ADUs). ADUs are defined by HUD as “accessory apartments, second units, or granny flats — are additional living quarters on single-family lots that are independent of the primary dwelling unit. The separate living spaces are equipped with kitchen and bathroom facilities, and can be either attached or detached from the main residence. This housing typology can be instrumental in achieving several of the vision outcomes for South Central. An Accessory dwelling units (ADUs) program can be one of the tools that begin addressing appropriately scaled housing in South Central’s single-family and multi-family residential areas. In addition to offering housing alternatives for extended families and elderly family members, ADUs offer a variety of other benefits:

- Affordable housing option for renters
- Neighborhood stabilization and gentle density increase in residential neighborhoods
- Cost less than a new home in a separate lot: Infrastructure/utilities in place
- Homeowners can offset building costs with income from their rental unit
- Additional income for families and individuals
- Increase social capital and property value
- New residents increase the customer base for nearby businesses and services
- Improve alleyway safety

ADU programs have been adopted in many cities due to lack of rental options and to assist low income communities in providing for affordable housing, increase income opportunities, and in proximity to transit. Further discussion on the opportunity to allow for ADUs in South Central is found in the “Residential Character Assessment” section on the following pages.

ADU Program Case Studies

Oregon and California have been in the forefront of ADU programs precisely due to these issues, but even more importantly, cities such Seattle, WA, and Encinitas, San Diego, Danville and San Jose, CA, with the help of design firms, have developed pre-approved ADU plans free of charge to be used by the public. The architectural plans include all the necessary plumbing, utilities, structural openings, and core living components for all the proposed ADUs and come in a variety of sizes. The free ‘approved plans’ which are also ‘permit ready’, and for low and moderate income families, this program not only provides certainty, but it offers a great deal of savings in addition to expediting the approval process. Most cities also offer ‘amnesty’ programs for units that were constructed without permits - the units must be brought up to current building and fire codes.

One of the best examples is the city of Encinitas “Housing for Generations” program. The free architectural ADU plans offered, from two different design firms, range from studios to 3-bedrooms, and are available to be downloaded from the Encinitas website, free of charge to the public. In addition, Encinitas also offers a complete guide to building ADUS and an amnesty for existing/non-permitted ADUs.

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HOW WE GET THERE

RESIDENTIAL CHARACTER ASSESSMENT

Most of the single and multifamily residential subdivisions in the south central corridor were developed prior to 1975 and as early and mid-century subdivisions. Today, many of the single-family subdivisions are “built-out” and have well established residential character. While only some of the multifamily zoned subdivisions that were developed mostly with single-family homes are also well established, some areas transitioned to non-residential uses, and others have higher parcel vacancy and less defined character.

Block Pattern

Residential platted subdivisions in the South Central Corridor are mostly designed as traditional rectangular blocks with mid-block alleyways, and organized on a grid pattern ranging considerably in length but not in width.

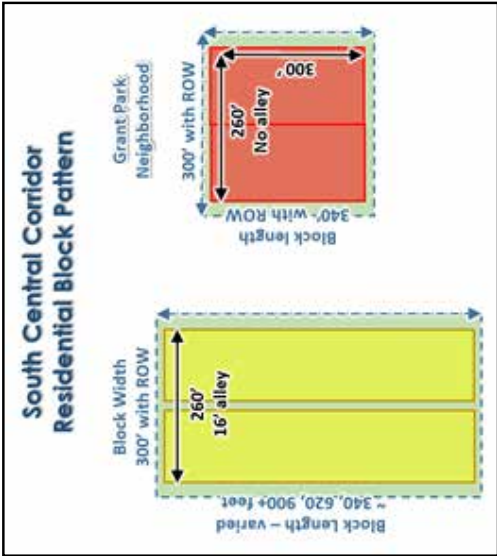
The **block length**, including the right-of-way, varies from approximately 340 feet for the oldest subdivision, to an average of 620-900+ feet. In comparison, the narrowest side of the block, the **block width**, is the predominant measurement throughout the corridor at approximately 300 feet, including the right-of-way and subdivisions with greater block width (400 feet including alleyways) but these are the exception to the rule.

The standard residential lot (**parcel size**) is 60 x 125-135 feet (depending on whether mid-block alleys are present), and it is found in both, subdivisions zoned as single-family and multifamily zoning districts. Residential **front yard setbacks** generally average between 20-25 feet.

Shorter block patterns are known to provide greater neighborhood connectivity, encouraging walkability, and greater distribution of automobile traffic. It also provides a time-tested pre-automobile pedestrian oriented form of urbanism. The South Central Corridors predominant 300 foot block width is an element of its past to be preserved, protected, and enhanced to promote even greater walkability in support of the community based vision for the future.

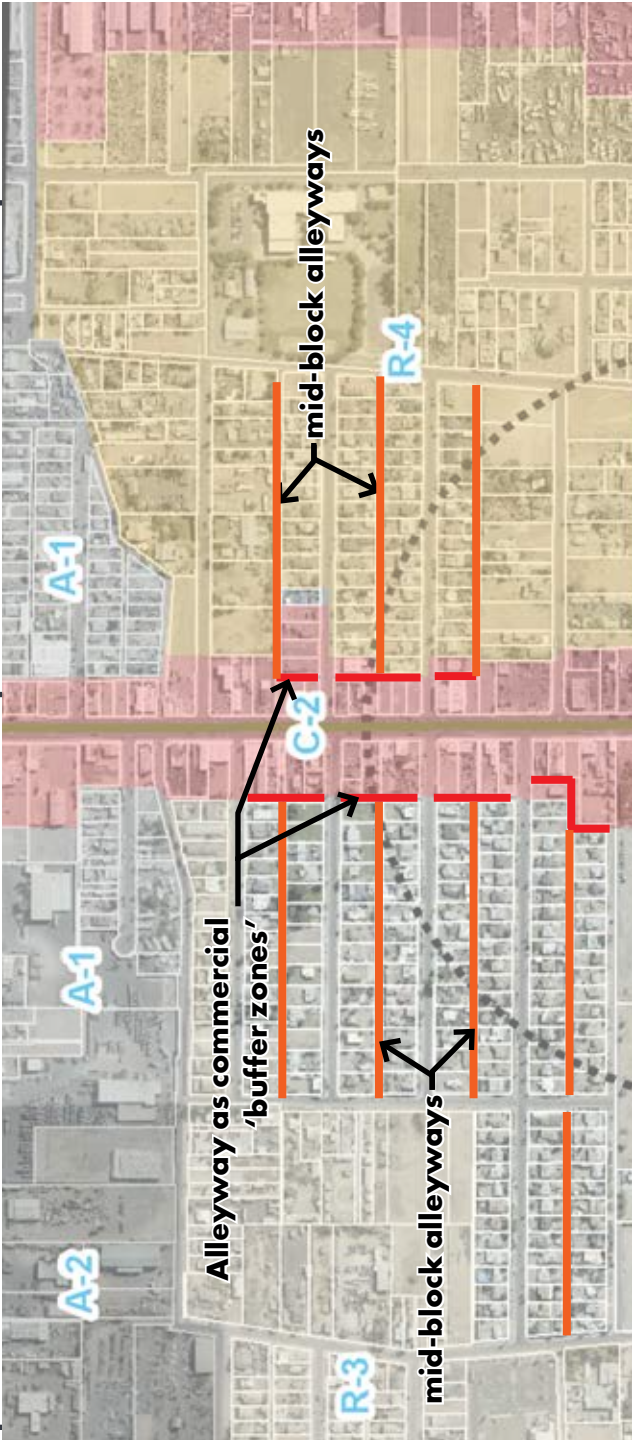
This analysis of block pattern, parcel sizes, and established setbacks for existing residential areas begins to provide the foundational insights for future “character” standards to be consistent with and build upon the established and transitional residential character areas.

Year Plat/Built	# Residential Subdivisions
1894-1929	17
1930-1949	32
1950-1975	22
1976-1999	4
2000-Present	13



Roosevelt Place East subdivision, platted in 1930 by Dwight B. Heard and eligible as a historic district, is **unique in the corridor with large lots** averaging 130 x 300 feet in depth and a 50+ foot front yard setbacks, and **no alleyways**.



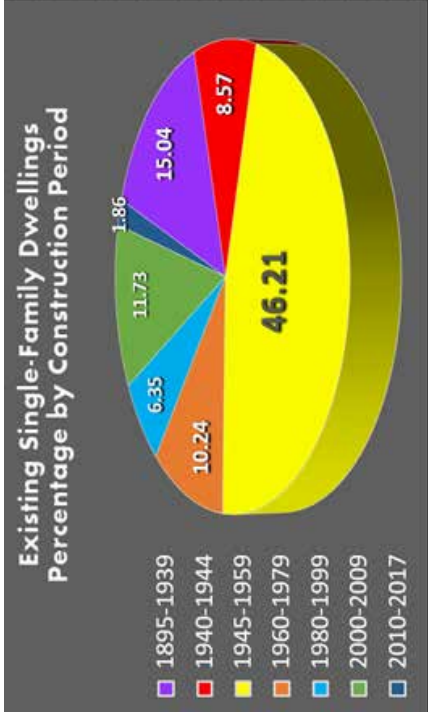
CONTENTS	INTRODUCTION	WHO WE ARE	WHAT WE WANT NORTH RIO SOUTH S. MTN.	HOW WE GET THERE	RESOURCES
Alleyways Regardless of how long a residential block might be, and with very few exceptions, (Grant Park and Roosevelt Place East subdivisions, and unplatted areas) alleyways are the predominant feature of the South Central Corridor residential block structure. Alleyways provide access to private spaces and rear of lots, they are typically 16-foot wide, unimproved, and running the full length of the block. Power lines are typically located in the alleyways and so are most of the sewer lines in the corridor serving residential subdivisions. Alleys also provide access for services such as waste utilities access, in fact, most residential garbage collection in the corridor is done from the alleys. Alleyways are also present behind several commercial blocks fronting Central Avenue, acting as a buffer zone between residential and commercial uses. The residents of South Central Corridor have voiced interest in the implementation of a new <u>Accessory Dwelling Units (ADU)</u> program for their neighborhoods as one strategy to achieve the vision of rejecting displacement. While these dwellings are known by many names such as casitas, granny flats, carriage/alley houses, mother-in-law or secondary dwelling units, the key difference is that ADUS are an accessory residential dwelling with fully functional kitchens that can be rented out, unlike what is currently permitted under the single-family residence zoning district. Further discussion regarding implementation for ADUs will follow, but the importance of alleyways for an ADU program must be noted: <i>Alleyways provide for easy access and parking, making it easier to incorporate a detached ADU in the rear of the lot, thereby creating a unit that provides some privacy from the primary dwelling.</i> Under certain circumstances, alleyways can be abandoned, and there is also a city program designed to gate alleyways. While these two options may be appropriate for some areas, they may not be appropriate for the Corridor since both could negatively impact the implementation of ADUs. Alley safety is always an important consideration. Crime Prevention Through Environmental Design (CPTED) provides concepts and crime prevention strategies for communities and businesses. The proper use of CPTED strategies such as windows, colors, and lighting, can help residents increase “natural surveillance”, establish clear access points and boundaries, and show that alleys are commonly utilized by residents as “intended users”, not just for garbage pick-up. When this occurs, a sense of ownership and the feeling of a safe community is enhanced, and it may reduce the opportunity for the occurrence of crime.	 Power lines at the entrance of alleyway along West St Ann Avenue.		 Residential mid-block alleyways in residential areas and alleyways acting as residential 'buffer zones' providing a separation from commercial properties along Central Avenue.		
			Allowing for ADUs provides opportunities to create safer alleys where windows can increase natural surveillance by adding ‘eyes on the street’ (or in this case ‘on the alley’), lighter wall colors are better at reflecting light, reducing the areas of concealment and ‘blending into the background’. Building or pole mounted lighting fixtures with low-light pollution, good color rendition, and a smooth transition between light sources can not only cause “unintended users” to feel exposed but allows for greater recognition of ‘intended users’. All of these considerations must be thoroughly researched to provide appropriate development standards and design guidelines when ADUs are to be constructed in the South Central Corridor. With the presence of alleyways and the depth of most residential lots in the corridor (125-130 feet), building a detached ADU in the rear will enhance alleyways use and provide additional housing choices while protecting and preserving the existing neighborhood character, block structures, and parcel configurations. Maintaining alley access is a vital component for existing property owners to help achieve the community vision and simultaneously build individual and community wealth.	 Walla Walla, Washington recently utilized CDBG Grants for a Solar Alley Lighting Project	
178	HOW WE GET THERE	HOW WE GET THERE	HOW WE GET THERE	HOW WE GET THERE	179

RESIDENTIAL CHARACTER AREAS

TRADITIONAL, ESTABLISHED, TRANSITIONAL

South Central Residential Growth

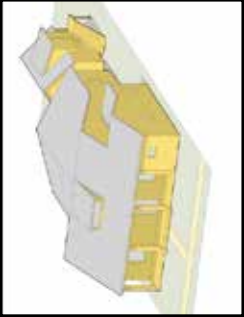
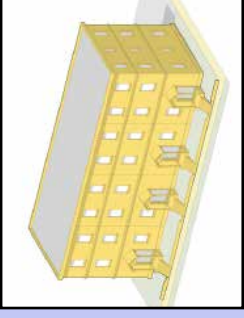
Whether built in single-family or multi-family zoned neighborhoods and subdivisions, single-family homes are the most prevalent form of housing development in the South Central Corridor, accounting for well over 3,100 existing dwellings. The largest number of residential subdivisions were platted post World War II and the Korean War - during the valley’s growth boom – to 1979, the end of the mid-century modern period. These subdivisions and many neighborhoods have distinct character representative of their build-out and well established single-family neighborhood **scale** and **intensity**.



Residential Character Areas Introduction

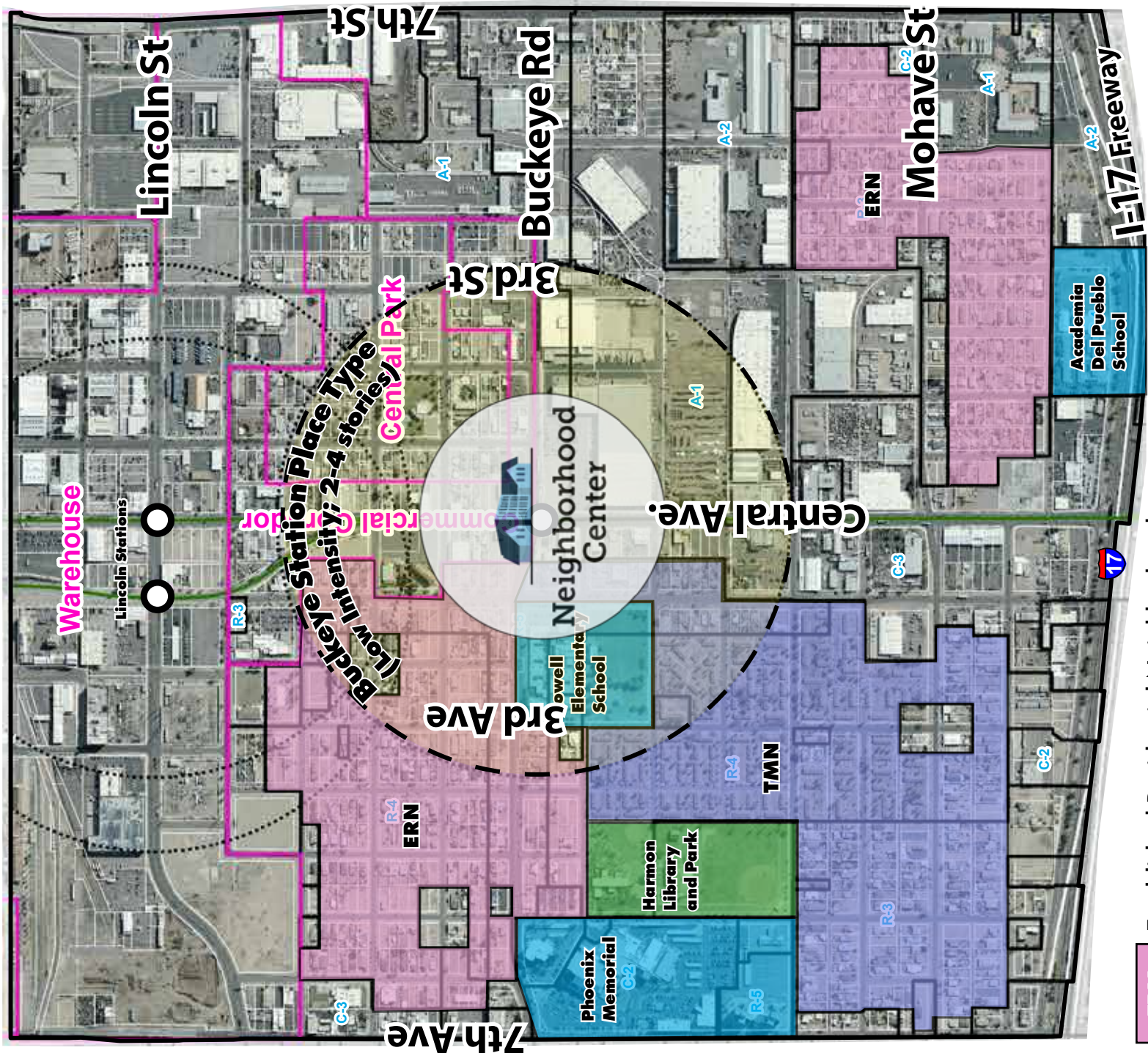
Two residential “character areas” emerge as long-established single-family scaled neighborhoods, some dating as far back as the early 1900s, but they are not zoned the same: some neighborhoods are zoned as single-family and others are zoned for multi-family development. Another, third, residential “character area” represents areas that have experienced more ‘transitional’ development, may have had specific requirements such as Marcos De Niza housing development, and/or lack the cohesiveness of a well established residential character.

Three emerging Residential Character Areas in the South Central Corridor are:

TRADITIONAL RESIDENTIAL NEIGHBORHOOD (TRN)	• Zoned single-family • Built at single-family scale • Generally “areas to protect” Housing Typology Example:  Multi-generational/ADU	ESTABLISHED RESIDENTIAL NEIGHBORHOOD (ERN)	• Zoned multi-family • Built at single-family scale • Generally “areas to enhance” Housing Typology Example:  Multi-Unit House *	TRANSITIONAL MULTI-FAMILY NEIGHBORHOOD (TMN)	• Zoned multi-family • Built at various scales • Generally “areas to enhance” Housing Typology Example:  Townhouse/Rowhouse
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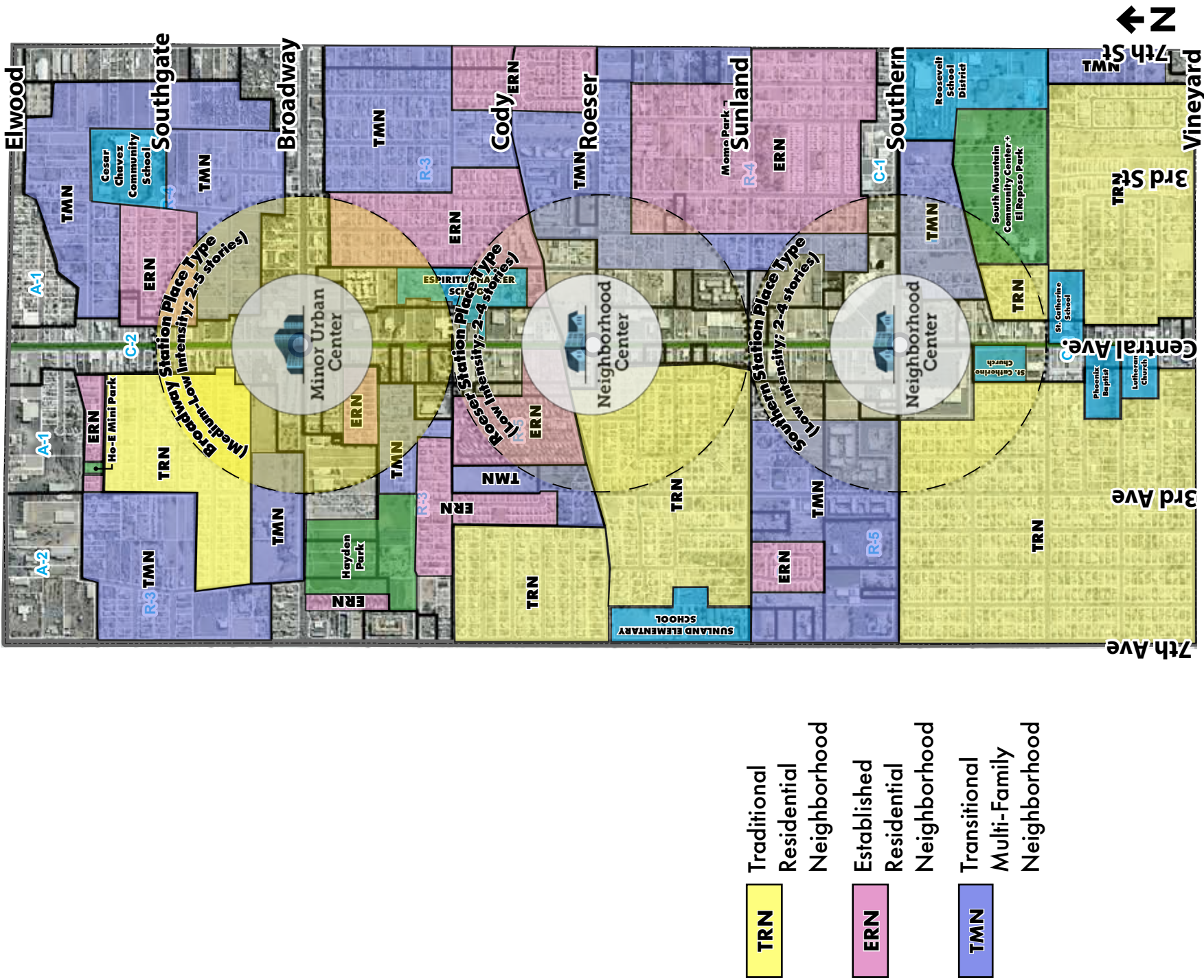
* Multi-Unit House designed to accommodate two to six units at the scale and massing of a large single-family detached house.

NORTH - RESIDENTIAL CHARACTER AREAS

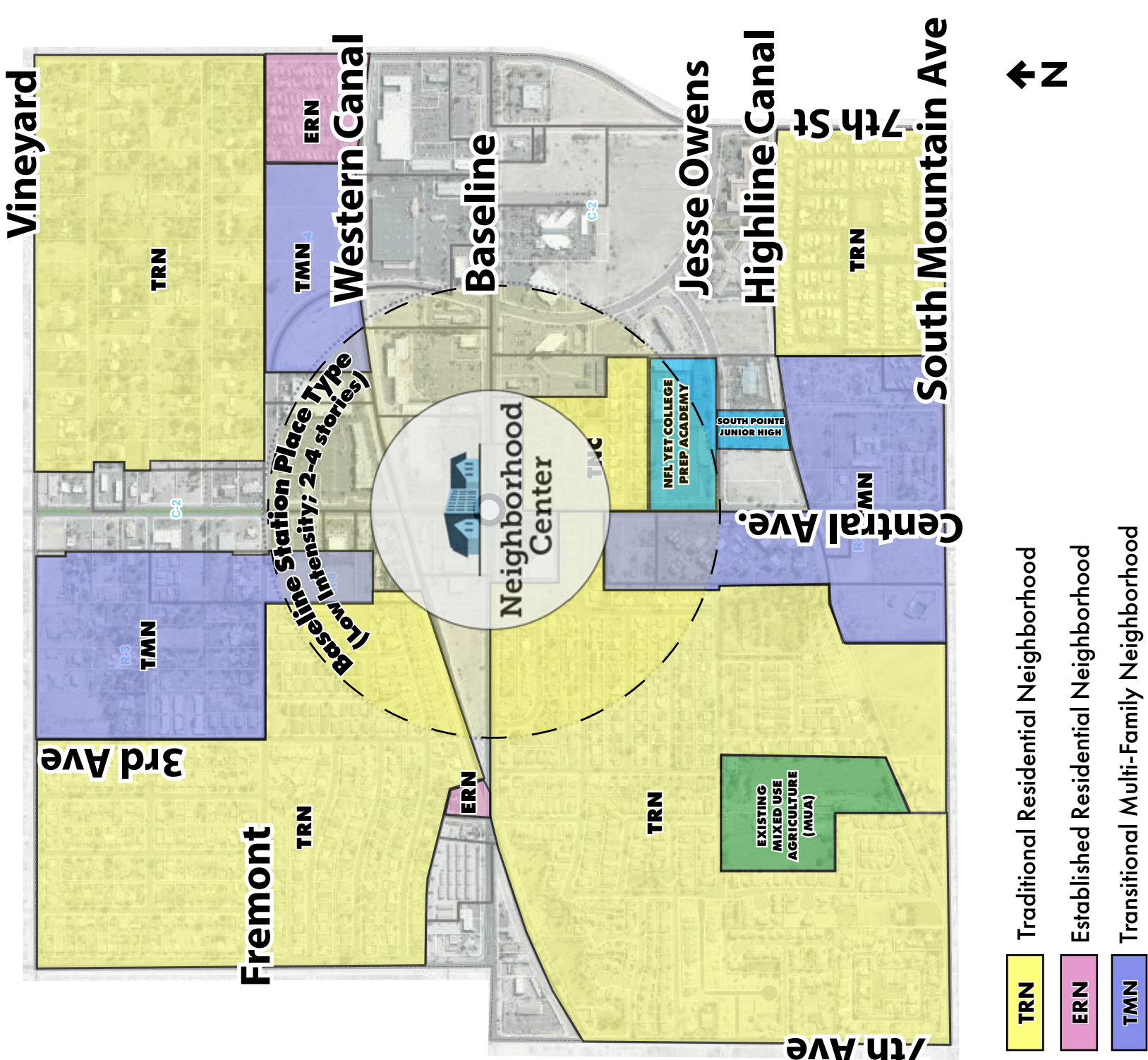


- ERN Established Residential Neighborhood
- TMN Transitional Multi-Family Neighborhood
- Downtown Code Existing Character Areas

SOUTH - RESIDENTIAL CHARACTER AREAS



SOUTH MTN - RESIDENTIAL CHARACTER AREAS



TRADITIONAL RESIDENTIAL NEIGHBORHOOD (TRN) CHARACTER AREAS

Background:

Residential development followed a distinct pattern in the South Central Corridor. All single-family zoned neighborhoods were platted as subdivisions and zoned as R1-6, with the exception of the Roosevelt Place East subdivision, which is zoned R1-10. All single-family subdivisions are located south of the Rio Salado and the greatest concentration is in the South Central Corridors South and South Mountain Sub-Areas. The majority of single-family zoned subdivisions were platted between 1940 - 1975, and quickly built-out. These early subdivisions, built with almost no cul-de-sacs and only a few with curvilinear streets, have a better ‘walkable street pattern’ than those being built today. This traditional street grid allows for better pedestrian circulation because they have more connecting streets and no dead-ends.

Character Considerations:

- Zoned R1-6 or R1-10
- Generally identified as “Areas to Protect”
- Subdivisions are typically built-out with limited parcel vacancy
- Stable single-family character
- Defined building setbacks of 20+ feet
- Defined streetscape patterns

Form-Based Code Considerations:

The City’s single-family residential Euclidean zoning districts of R1-6 and R-10 are commensurate with the Walkable Urban Code Transect T3:2. Single-family standards and guidelines will be retained, the only difference is a slight increase in lot coverage – this increase may prove to be an asset when Accessory Dwelling Units (ADUs) are permitted on site and it might reduce the need for zoning adjustments for lot coverage.

TRADITIONAL RESIDENTIAL NEIGHBORHOOD (TRN) CHARACTER AREAS - EXAMPLE

The Roosevelt Place East Neighborhood is one of several Traditional Residential Neighborhood (TRN) Character Areas. These areas are generally zoned for single-family and currently built-out with an established single-family neighborhood scale and character.



The Roosevelt Place East Subdivision, zoned R1-10, is a unique neighborhood in the South Central Corridor. It contains many homes already listed in the Phoenix Register of Historic Homes and the subdivision is eligible for historic designation on its own. Some character considerations are preserving the very rural setting with deep front setbacks (50+ feet) and palm tree lined streets.



* Designed to accommodate two to six units at the scale and massing of a large single-family detached house.

ESTABLISHED RESIDENTIAL NEIGHBORHOOD (ERN)
CHARACTER AREAS

Background: Starting with Grant Park, platted in 1894, Established Residential Neighborhoods (ERNs) are residential communities that were developed as single-family residential, **but are actually zoned for multifamily development**, allowing for greater density, 30-48 feet in height, and 50% lot coverage. Not all ERNs were platted as subdivisions, some developed organically on larger parcels (mostly on the east side of Central Avenue) with a more rural character. Most ENC's were developed during the valley's greatest growth period between 1930-1960s.

Character Considerations:

- Multi-family Zoning
- Generally identified as "Areas to Enhance"
- Generally developed at single-family residential scale
- Few multifamily dwellings, mostly comprised of duplexes and triplexes
- Stable and Established Character
- Defined building setbacks of 20+ feet
- Defined streetscape patterns

Form-Based Code Considerations:

To retain the character of Established Residential Neighborhoods, an alternative Transect may need to be developed to provide standards and design guidelines that are compatible with these neighborhoods. For instance, while the standard large glass storefront may be appropriate for commercial and mixed use developments, it is not compatible with a residential street. New transects will provide guidance for new infill developments while allowing for entitlements already permitted by right in that zoning district; and a slight increase in lot coverage more than the 40-50 percentage currently permitted in R-3, R-4, and R-5 multifamily zoning districts.

ESTABLISHED RESIDENTIAL NEIGHBORHOOD (ERN)
CHARACTER AREAS - EXAMPLE

Grant Park, platted in 1894 as part of the Montgomery Addition, was also developed as a single-family neighborhood, yet it is zoned for multi-family development with entitlements ranging from 30 to 48 feet in height.



While vacant lots are more prominent in this area, the 300 foot block pattern, established setbacks, and streetscape character are very well defined providing a great neighborhood structure for enhanced walkability. This culturally and historically rich neighborhood is the closest to downtown and still possesses some of the oldest buildings in the city. 818 S 1st Street, is one of many historic homes in the neighborhood and listed in the Phoenix and National Register of historic places.



TRANSITIONAL MULTIFAMILY NEIGHBORHOOD (TMN)

CHARACTER AREAS

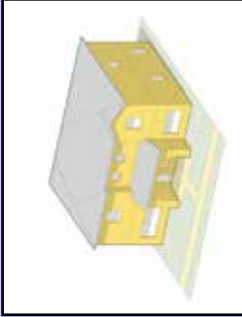
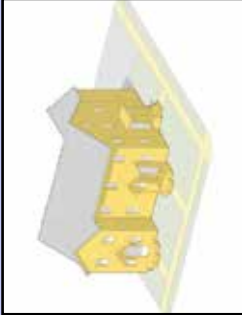
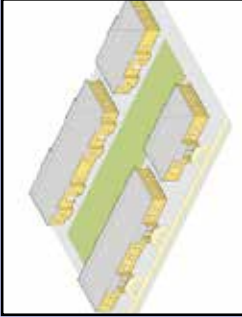
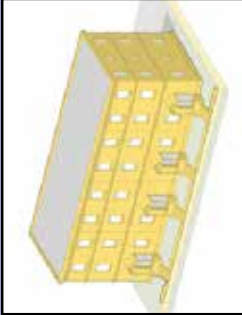
Background: Transitional multifamily areas lack the cohesiveness of an established residential character, have more vacant parcels, and/or have some properties that have transitioned to non-residential uses over time, usually at intersections. These areas could incorporate more intense development to help provide additional housing and affordable housing in the corridor, but still in the context of residential.

Characteristics:

- Multi-family Zoning
- Generally identified as “Areas to Enhance”
- Generally developed at small multi-family residential scale
- Variety of multifamily dwellings
- Lacking Established Character
- Undefined building setbacks
- Undefined streetscape patterns

Form-Based Code Considerations:

Front setbacks should be a minimum of 10 feet to encourage a more defined building setback and streetscape inclusive of adequate space for landscape and shade trees. Frontage types should be clearly identified for individual ground floor units. The existing Walkable Urban Code Transect (T4) was designed for light rail and arterial streets and if applied here should be modified to include a minimum setback and to restrict non-residential frontage types such as storefront, gallery, and arcade.

Building and Housing Typology Considerations:			
			
Multi-generational/ADU	Duplex - Single Story		
			
Duplex - Two Story	Multi-Unit House		
			
Courtyard Housing	Townhouse/Rowhouse		
			
Live/Work	Small Multi-family		

TRANSITIONAL MULTIFAMILY NEIGHBORHOOD (TMN)

CHARACTER AREAS - EXAMPLE

Marcos De Niza Housing and surrounding properties are examples of an Transitional Multi-Family Residential (TMR) Character Area. Generally zoned for multi-family, however currently built-out with a single-family neighborhood scale and character.



Marcos De Niza housing development was built at a single-family residential scale with low profile building placement organized within large publicly accessible share open spaces. Cross block and direct pedestrian connections to and from building entryways and to the shared open spaces enhance neighborhood level connectivity to nearby community points of pride.



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NORTH RIO SOUTH S. MTN.

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MIXED-USE CHARACTER AREAS

ENHANCING THE “SIDEWALK BALLET”

South Central Commercial Growth

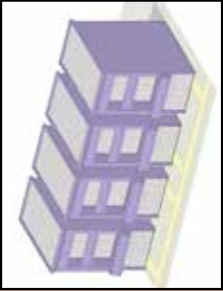
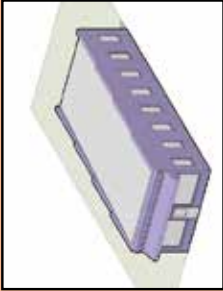
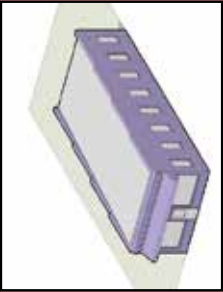
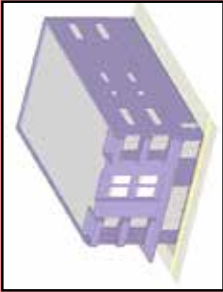
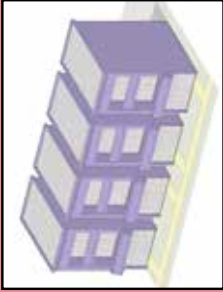
South Central Avenue has historically been identified as a “main street” destination, most explicitly in the Rio Montana Area Plan (adopted in the year 2000), and more recently with the community-based vision for Equitable Transit Oriented Development as part of this South Central Equitable TOD Community Plan.

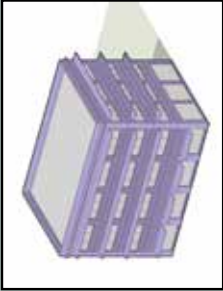
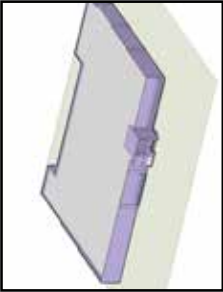
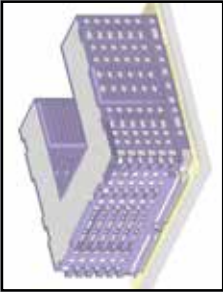
Mixed Use Character Areas Introduction

A community’s character can be a strong incentive to retain existing residents, attract new residents and businesses, and substantially improve the quality of life for everyone. Therefore, mixed-use centers and corridors can become a great asset at the neighborhood and regional scales. The diverse communities along these areas contribute with an extension of their own community values, local community that provides for a variety of businesses, from small corner stores to larger markets, coffee shops and sit-down restaurants, local services and regional amenities; all contributing to authentic and culturally diverse vibrancy prioritizing people.

The key in urban design is to consider these “Mixed-Use Areas” as a network of destinations, a connected oasis, contributing to the heart of the south central corridor, a hub radiating such vibrancy that **its a place you want to go to, not a place you have to go to.**

Several emerging Mixed-Use “Character Areas” in the South Central Corridor are:

TRANSITIONAL COMMERCIAL (TC)	MAIN STREET (MS)
• Zoned Commercial • Built at a small scale, often limited by parcel sizes and configurations • Typically on the edge of neighborhoods; sometimes found interior to neighborhoods • Generally “Areas to Enhance”	• Zoned Commercial • Built at small scale, often limited by parcel depth • Offers opportunities for walkable “main street” frontage treatments • Generally “Areas to Enhance”
Building Typology Examples:  Live/Work  Small Commercial	Building Typology Examples:  Small Commercial  Small Mixed-Use  Live/Work

MIXED-USE (MU)	MIXED-USE EMPLOYMENT (MUE)
• Zoned Multi-Family Residential, Commercial, or Industrial • Built at a small to medium scale • Within 1 / 4 mile of Transit Stations • Medium parcels present opportunities for enhancing station area connectivity • Generally “areas to enhance” with some “Areas to Invest”	• Zoned Commercial or Industrial • Built medium to large scale • 1 / 4 to 1 / 2 mile of Transit Stations • Large Parcels support increased land use scale and intensity for more job creation • Generally “Areas to Enhance and Invest
Building Typology Examples:  Small Mixed-Use  Medium Mixed-Use	Building Typology Examples:  Large Employment  Large Mixed-Use

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As Jane Jacobs so eloquently described it in The Death and Life of American Cities, much of the essence of urban living is reflected in the “sidewalk ballet” of people going about their daily errands, wandering along the margins of public spaces (streets, sidewalks, parks) and in and out of quasi-private spaces that encompasses all commercial businesses and services.

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QUANTIFYING JANE JACOBS
Joe Cortright, cityobservatory.org

TRANSITIONAL COMMERCIAL (TC)
CHARACTER AREAS

Background:

The South Central Corridor is uniquely positioned between two arterial north-south roads known as “the 7’s” (7th Avenue and 7th Street), and also bisected by the Interstate-17 (I-17) freeway. Commercial areas straddle portions of these “high level of service” vehicular corridors creating a “buffer” to interior established neighborhoods. Conversely, traditional neighborhood design included small commercial parcels centered in neighborhoods for small retail, restaurants and services. Both of these instances are examples of “Transitional Commercial” character areas.

Characteristics:

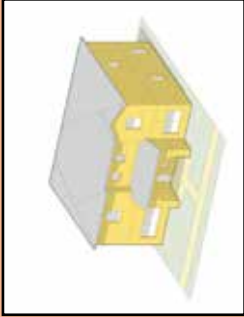
- Zoned Commercial
- Built at a small scale, often limited by parcel sizes and configurations
- Context is critical: typically on the edge of neighborhoods; however some instances interior to neighborhoods
- Generally “Areas to Enhance”

Form-Based Code Considerations:

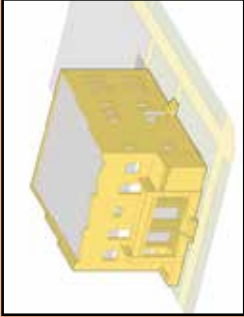
Edge Example - Shall ease the transition from a “high level of service” vehicular corridor to the quaint, quiet, established residential areas. Height, step backs and setbacks should be positioned away from residential to minimize impacts.

Interior Example - Centered interior to neighborhoods typically on residential streets, these Transitional Commercial areas must be respectful and responsive to established residential character and provide distinct building form as a neighborhood amenity while balancing the need for walk-up access due to limited (if any) vehicular on-site parking. Frontage standards should be inviting and provide shade and comfort, while establishing these areas as small neighborhood nodes of activity.

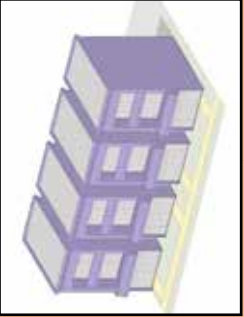
Building and Housing
Typology Considerations:



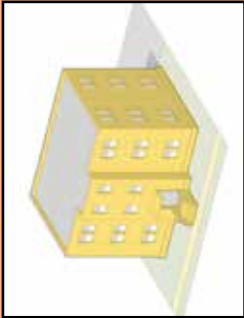
Adaptive Reuse



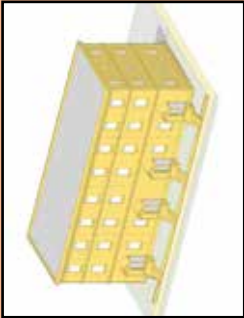
Multi-Unit Building



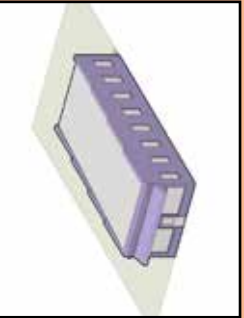
Live/Work



Small Multi-family



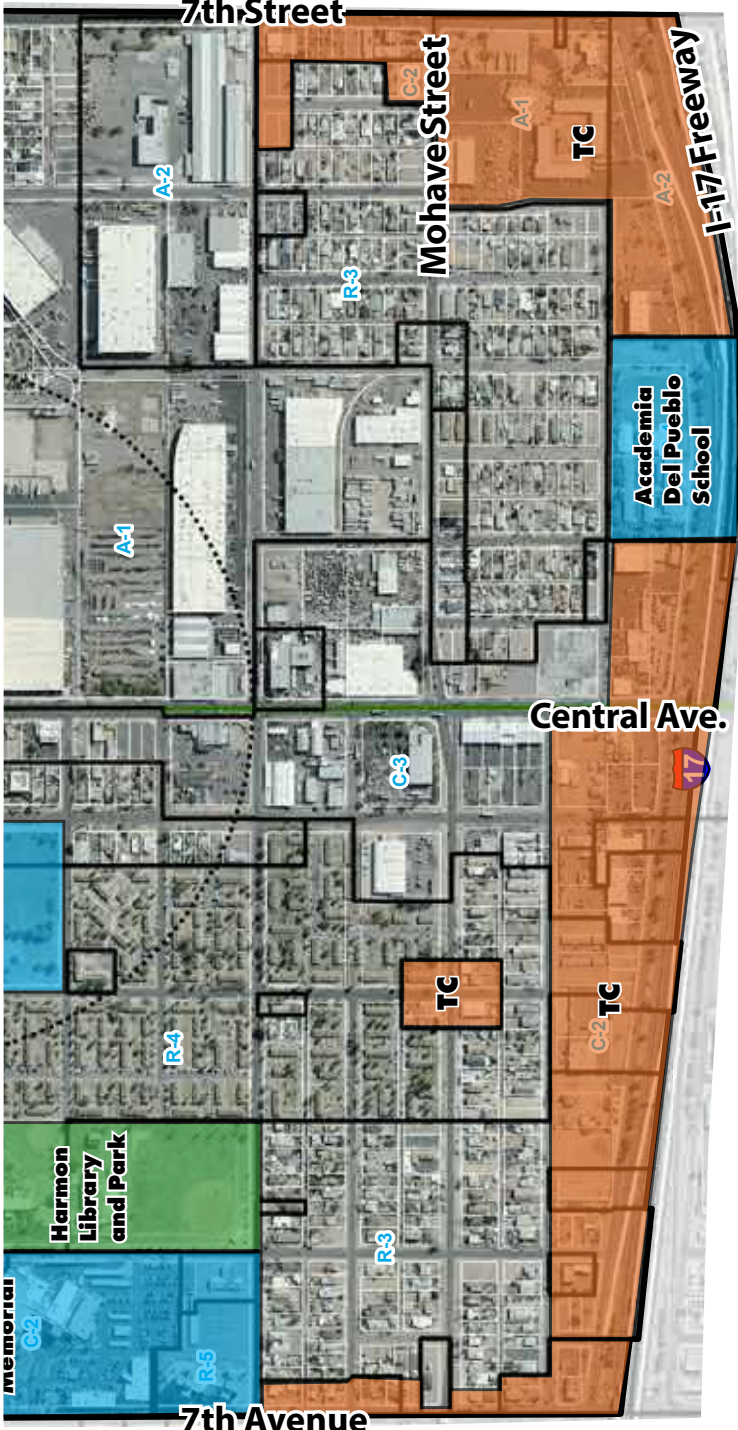
Townhouse/Rowhouse



Small Commercial

TRANSITIONAL COMMERCIAL (TC) CHARACTER AREAS
I-17 ADJACENT PROPERTIES - EXAMPLE

I-17 adjacent properties are examples of a Transitional Commercial (TC) Character Areas. Generally zoned for commercial, built at small scale with limited access, and in this context serves as a “buffer” to the interior established residential neighborhoods to the north.



Additional Policy Considerations:

The I-17 Transitional Commercial areas future development shall address:

- Air quality and the health impacts of “high level of service” vehicular corridors.
- Trade-offs of locating residential uses within proximity to “high level of service” vehicular corridors
- Design Standards to minimize health and equity impacts for people living in and adjacent to this area.

MAIN STREET (MS)
CHARACTER AREAS

Background: Central Avenue is the spine of the South Mountain Village, but it is also South Central Corridor’s ‘main street’. While the avenue is over 5 miles long, it is characterized by commercial hubs located at the intersection of arterial streets, such as Southern Avenue, and Broadway and Baseline Roads, and closer to downtown, between Lincoln Street and Buckeye Road. These hubs are often just a few short blocks in length, and mostly surrounded by existing residential neighborhoods, some established as far back as the early 1900s.

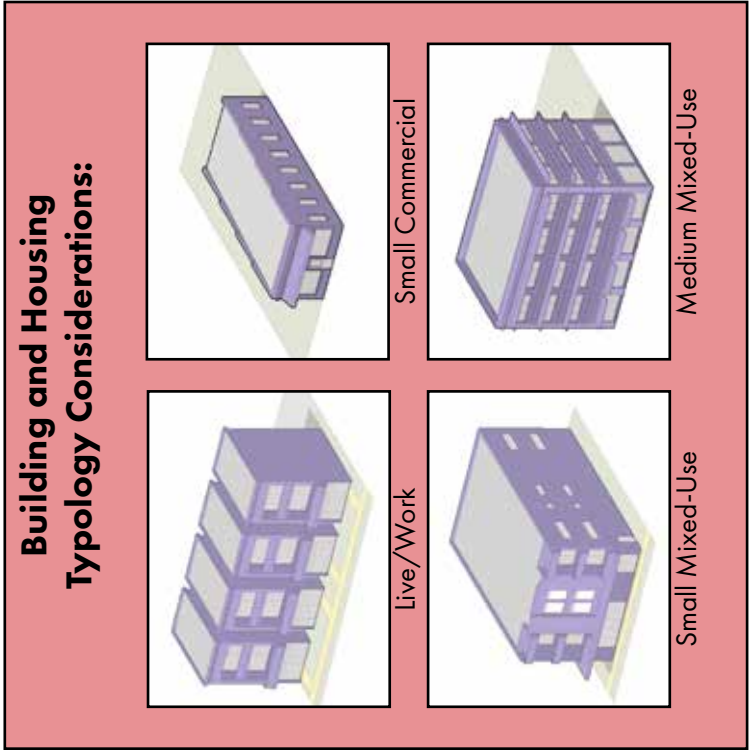
Characteristics:

- Zoned Commercial
- Built at smaller scales, often limited by parcel depth
- Offers opportunities for walkable “main street” frontage treatments
- Generally “Areas to Enhance”

Form-Based Code Considerations:

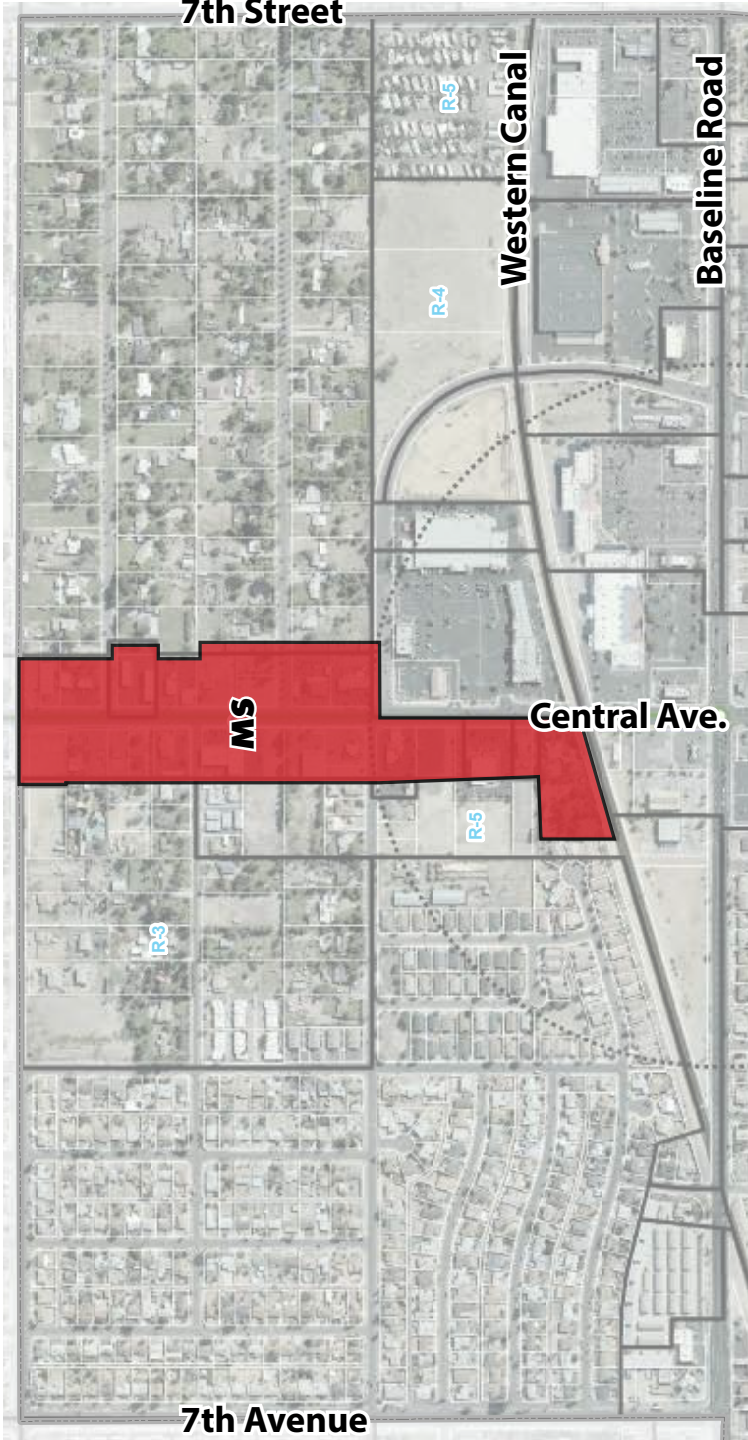
Without on-street parking and with narrow parcel depths, future development within the “Main Street” character areas need to be designed to have visual interest, scale, and compatibility with their immediate surroundings. A mixture of uses can also provide more vibrancy and intensity to the area, however must be sensitive to the established residential neighborhoods.

Development at intersections should provide additional enhancement to create focal points and should provide clear indication for access to business parking behind buildings. Successful frontage treatment is key to a successful main street environment, regardless of height, colorful awnings, murals, and artistic signs make store fronts more attractive, easily identifiable, unique, and visible to potential customers, day or night, especially while riding the light rail.



MAIN STREET (MS) CHARACTER AREAS
CENTRAL AVENUE NORTH OF BASELINE - EXAMPLE

Central Avenue north of Baseline Road commercial properties are examples of Main Street (MS) Character Area. Generally zoned for commercial, currently built at smaller scales and lower intensities, and limited by parcel depths and adjacency to established residential neighborhoods.



Additional Policy Guidance:

In addition, Land Use and Design Principles identified by the community in the South Mountain Village Character Plan provide guidance for Central Avenue’s future development:

- ‘Continue the development of Central Avenue as the city’s transit spine and the principal street of Phoenix, concentrating the maximum intensity of commercial office and retail uses downtown.’
- ‘Establish design standards and guidelines for parking lots and structures, setback and build to lines, blank wall space, shade, and other elements affecting pedestrians, to encourage pedestrian activity and identify options for providing pedestrian-oriented design in different types of development.’



MIXED-USE (MU) CHARACTER AREAS

Background:

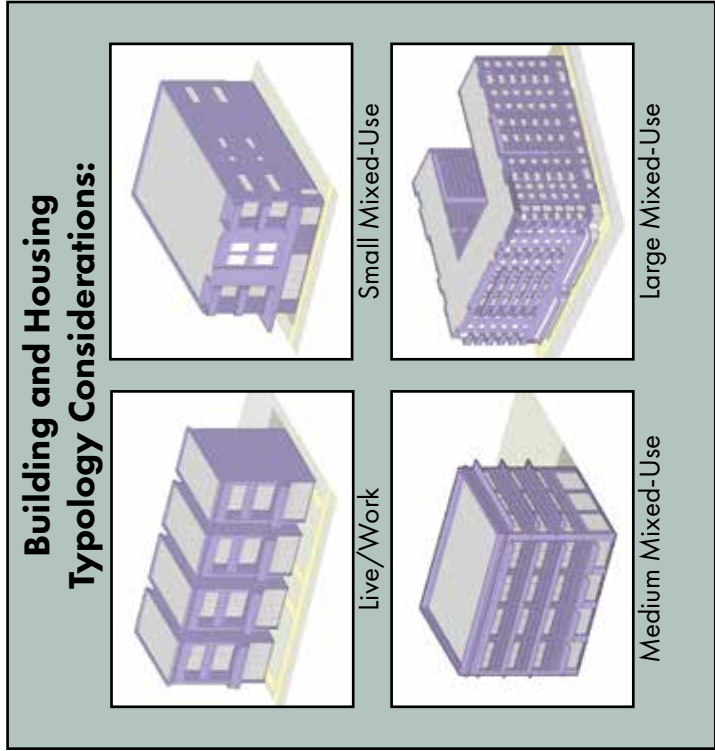
There are great commercial lot variations throughout the South Central Corridor and with the construction of the light rail, Central Avenue is presented with an opportunity to build intentional nodes of walkable urban form that will nurture the Equitable TOD envisioned for future development in line with the South Central Corridor community plan which is to create ‘an active, vibrant, culturally and ethnically relevant corridor prominent in safe, unique, and intentional public gathering places where everyone is welcome’.

Characteristics:

- Zoned Multi-Family Residential, Commercial, or Industrial
- Built at a small to medium scale
- Within 1/4 mile of Transit Stations
- Medium parcels present opportunities for enhancing station area connectivity
- Generally “areas to enhance” with key properties identified as “Areas to Invest”

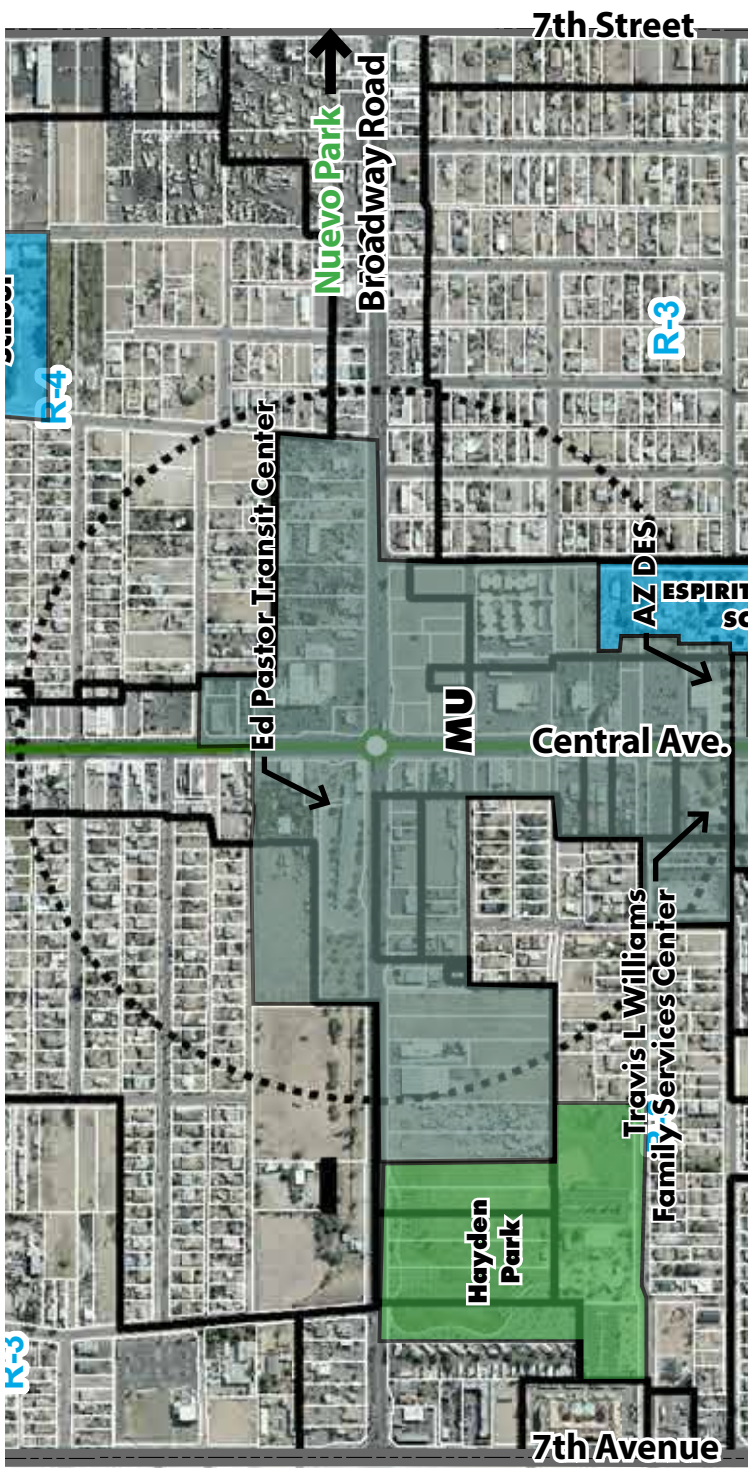
Form-Based Code Considerations:

Broadway Station Area Example - The area at the intersection of Broadway Road and Central Avenue, was first identified as the core of the South Mountain Village back in the early 1990’s and adopted as the core in 1993. It is also located at the very center and core of the South Central Corridor, with a variety of community amenities to build off of. The north side of Broadway Road, west of Central Avenue, is already under development and because of SRP lines, the frontage setbacks are deeper, creating a more spacious feel to the pedestrian realm that is more compatible with Hayden Park across the road. To some extent, this spacious feeling can be replicated on the south side creating an enhanced pedestrian streetscape, compatible with the park’s streetscape. A minimum 10-foot shaded front yard setback (from the property line) on the south side of Broadway Road connecting Hayden Park to 2nd Street will provide a safer environment against the vehicular traffic. These shaded setbacks also offer the opportunity for outdoor dining, creating a more inviting environment and a more spacious, cooler and vibrant experience for pedestrians, children, transit riders, and shoppers.



MIXED-USE (MU) CHARACTER AREAS - BROADWAY STATION AREA EXAMPLE

Broadway Station and surrounding properties are examples of a Mixed-Use (MU) Character Area. Generally zoned for commercial, located within 1/4 mile of the transit station, and containing a variety of parcels with opportunities to enhance the station areas connectivity.



Broadway Connectivity Considerations:

- Transportation Hub - Ed Pastor Transit Center, and a future light rail stop
- Shopping and Services Hub – banking services, grocery store, local businesses
- Residential Hub – Well established single-family residential neighborhoods surround this hub; upcoming affordable multi-family residential (Central and Broadway PUD) and vacant parcels, including city owned parcels, offer many opportunities for increased residential in this area.
- Community Services Hub – Travis L. Williams Family Service Center offering services that includes preschool children participating in Head Start programs to older adults attending senior center activities, Department of Economic Security (DES) and many primary care centers are located here.
- Recreation Hub – Easily accessed via Broadway Road, Hayden Park and Nueve Park (Nueve Skate Plaza) provide many amenities for the community such as jogging/walking paths, lighted basketball, playground, ramada and picnic areas, restrooms, lighted soccer/softball, lighted tennis, lighted volleyball, and a recreation building (Hayden Park).

MIXED-USE EMPLOYMENT (MUE)
CHARACTER AREA

Background:

There are several areas in the corridor that are predominantly zoned for Commercial and Industrial uses. As the South Central Corridor evolves towards the vision of a walkable environment these areas present opportunities to grow the number of jobs at the highest scales and intensities in the Corridor. These “Mixed-Use Employment” areas will nurture innovative green industries, flexible office and maker spaces, and smart manufacturing, all within and supporting new walkable, safe, and transit accessible ETOD infrastructure and building form.

Characteristics:

- Zoned Commercial or Industrial
- Built medium to large scale
- 1/4 to 1/2 mile of Transit Stations
- Large Parcels support increased land use scale and intensity for more job creation
- Generally “Areas to Enhance and Invest”

Form-Based Code Considerations:

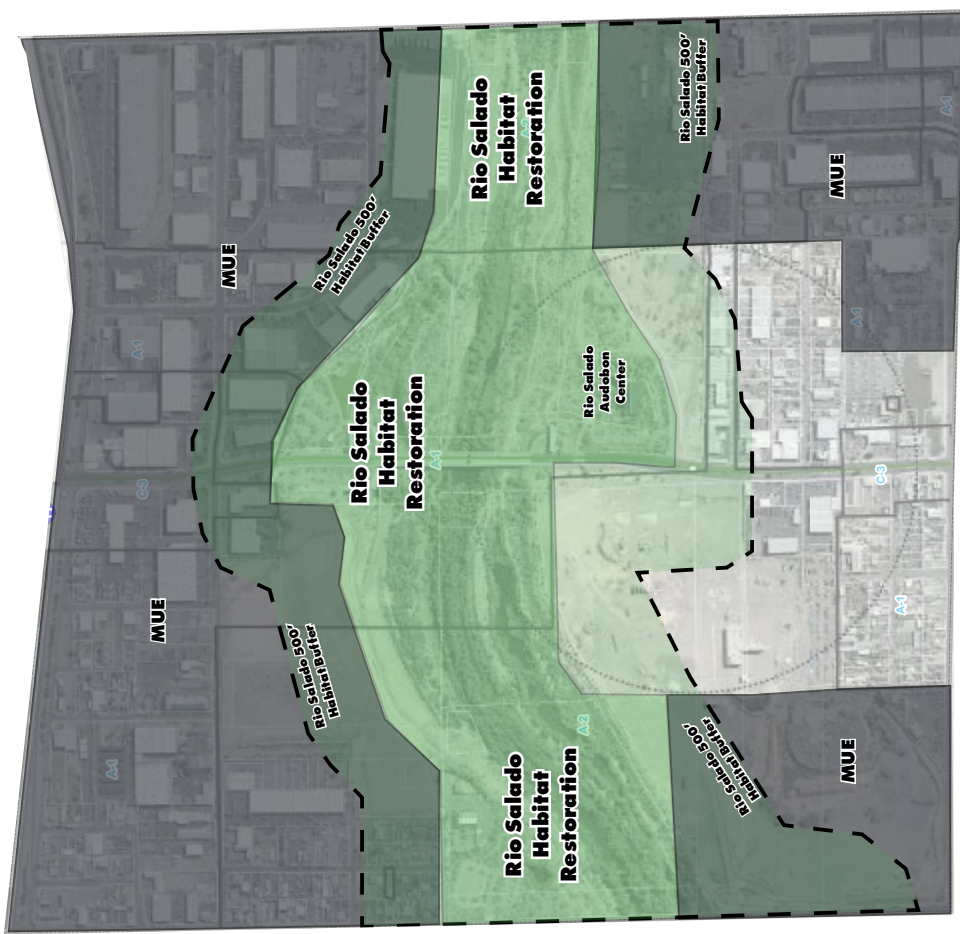
Rio Salado Area Example - Rio Salado Beyond the Banks Area Plan and reflected in Section 655: Rio Salado Interim Overlay District, states the purpose of the Overlay district was designed to ‘protect the investment in and maximize the benefits of the Rio Salado Habitat Restoration Project. The overlay district is designed to control open, outdoor land uses and other uses in order to have a positive impact on the Rio Salado Habitat Restoration Project and add to the long-term value of adjacent land.’ Requirements and guidelines are quite extensive for new development. Regardless of what type of development is proposed for the parcels backing (or fronting) Rio Salado, special consideration should be taken regarding the type of screening, retention walls, or frontage standards, that might be required to achieve the South Central Vision for this sub area.

MIXED-USE EMPLOYMENT (MUE) CHARACTER AREA
RIO SALADO AREA - EXAMPLE

Rio Salado has some of the most examples of Mixed-Use Employment (MUE) Character Areas. Generally zoned for commercial and industrial uses, located 1/4 to 1/2 mile from transit stations, and containing some of the largest parcels and assemblages with opportunities to grow jobs.

Rio Salado Connectivity
Considerations:

One of the best and greener sections of Rio Salado lies within the boundaries of the South Central Corridor, with the South Terrace and South Over bank trails leading right into the Audubon Center, and the North Over bank trail to the Rio Salado Restoration Area. As sand and gravel operations begin to transition out of the areas surrounding Rio Salado, opportunities to redevelop these properties will come to fruition. All properties adjacent the Salado are very large, the average length is approximately 2,000 feet presenting challenges to the South Central Corridor vision for enhanced connectivity.



Screening that can blend with the environment should also be considered when it can be seen from the trails. Line-of-site measurements should be included as part of development plans. Natural retention concrete walls, without streets, surface parking, or paved sidewalks and located further from Salado trails to allow trees and shade should blend well with the environment and maintain the trail experience. New construction architecture should have natural and rustic appearances similar to that established with the Audobon Center, and having intentional connections between private property to the trails in a more natural setting.

ACHIEVING THE VISION

VISION TO IMPLEMENTATION

Successful implementation of long range plans require leaders who are committed to the vision and champion strategies, policies, and actions to achieve it. The coalition of partners, including the Steering Committee, provides a foundation for multi-sector and place-based leadership. It is essential, however, that this leadership strengthens over the coming years and persists through multiple political and economic cycles.

CORRIDOR-WIDE VISION

The Vision is feasible but also bold and ambitious. Implementing the plan will require focused, efficient, and organized execution that spans multiple decades. This plan is designed as a tool for facilitating collaboration, aligning policies, and coordinating action across a multi-sector coalition of public, private, and non-profit investors - including government agencies, businesses, foundations, schools, neighborhood associations, and individual residents. The community-driven vision for long term sustainability and equitable TOD, provides a guide for making strategic, collective investment decisions that maximize impact towards **REJECTING DISPLACEMENT**.

CORRIDOR-WIDE OUTCOMES

The first step in the strategy-building process is operationalizing the vision with performance measures and long range aspirational targets based on an optimal condition that may not be feasible in all cases. Creating these performance benchmarks helps focus execution and provides an evaluation mechanism for accountability and ongoing policy adjustments.

CORRIDOR-WIDE “STRATEGY CARDS” + POLICIES

“Strategy cards” organized by the six (6) planning elements are derived from national best practices and engagement with both community development professionals and South Central residents. These implementation strategies have been developed to accomplish the plan’s Corridor-Wide Outcomes and are complimented with policies to guide more specific actions that are needed to effectively implement each Strategy.

STRATEGY SPECIFIC 5-YEAR ACTION ITEMS

Five-Year Action items outline steps for jump-starting the implementation of the community’s prioritized investments. The Policies and Actions enhance the South Central TOD Community Plan’s effectiveness as a tool for achieving the Corridor-Wide Outcomes; however, implementation partners are encouraged to frequently refer back to the Vision for a more complete and nuanced understanding of the community’s hopes for the future.

REJECTING DISPLACEMENT

VISION TO IMPLEMENTATION



WHAT WE WANT

VISION FOR THE FUTURE

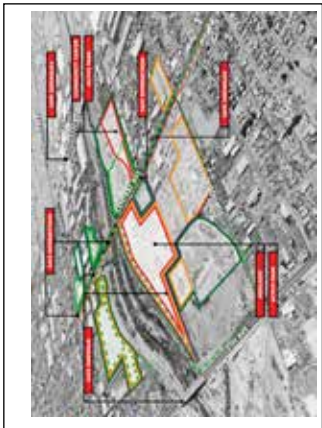
CORRIDOR-WIDE VISION THEMES (WHAT WE WANT)

- Environmentally Equitable Compact Community
- Sustainability & Resiliency - reducing vulnerability
- Stabilization of Neighborhoods
- Incremental Change and Growth
- Authentic Regional Destination
- Improved Parks and Recreation Access
- Walkable Communities
- Community Economic Development

AREA-SPECIFIC INVESTMENTS (WHAT WE WANT)



AREA-SPECIFIC PRIORITY SITES AND CORRIDORS (WHERE WE WANT IT)



CORRIDOR-WIDE OUTCOMES (TOWARDS ACHIEVING THE VISION)

L.C.	Outcome 1: 15-Minute City
L.C.	Outcome 2: Incremental Growth and Development
L.C.	Outcome 3: Honoring Our Stories
Housing	Outcome 1: Preserve Neighborhood Affordability
Housing	Outcome 2: Neighborhood Diversity
Housing	Outcome 3: Neighborhood Beautification
Health	Outcome 1: Access to Community Health Solutions
Health	Outcome 2: Access to Recreation
Health	Outcome 3: Access to Healthy Food
E.D.	Outcome 1: Strong and Resilient Local Businesses
E.D.	Outcome 2: Invest in Quality Education
E.D.	Outcome 3: Financially Empowered Residents
Mobility	Outcome 1: Equitable Transportation Choices
Mobility	Outcome 2: Right-Sized Parking
Mobility	Outcome 3: Safe and Walkable Block Pattern
G.S.	Outcome 1: Be Water Wise
G.S.	Outcome 2: Beat the Heat
G.S.	Outcome 3: Clean Air Make More

CORRIDOR-WIDE STRATEGY CARDS (TOWARDS ACHIEVING MEASURABLE PROGRESS)

STRATEGY 1:
Apply the Walkable Urban Code (Form-Based Code) to Land Use

Future Projects

STRATEGY SPECIFIC POLICIES

LU 1.1: Reduce vehicular parking minimums to prioritize people arriving by walking, biking and using transit.

LU 1.2: Support the next increment of development intensity and scale.

LU 1.3: Require people oriented frontages and open space that maximize trees, shade, and heat relief, walkable developments.

Lead Partner Government including the local, state, and federal agencies.			
Tools	Strategy Specific 5-Year Action Items	City	Lead
Codes	Work with community and stakeholders to amend the Walkable Urban Code (Chapter 13) of the Phoenix Zoning Ordinance to incorporate South Central "Character Area" Development Standards.	PDD	PDD
Operations	Guide and evaluate all future development proposals towards compliance with the Walkable Urban Code Development Standards.	PDD	PDD
Knowledge	Create an english / spanish brochure on the Walkable Urban Code and it's usefulness as a tool for equitable transit oriented communities.	PDD	PDD

MEASURABLE OUTCOMES

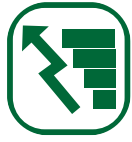
CORRIDOR-WIDE



Land Use



Housing



Economic
Development



Health



Mobility



Green
Systems

Measurable Outcomes help focus execution and provide a learning tool for evaluating progress and informing policy adjustments over time. The following “Measurable Outcomes” are founded and in alignment with the Corridor-wide vision themes and help to organize performance measures within the six planning element framework.

Outcome 1: 15-minute city
Everyone can meet most, if not all, of their needs within a short walk, bike ride, or transit ride from their home.

Outcome 2: Incremental Growth and Development
Guiding growth in a respectful and responsible way to ensure development without displacement.

Outcome 3: Honoring our Stories Home is where the Art is. Every culture has a story and the Arts are one of the most effective ways to express it.

Outcome 1: Preserve Neighborhood Affordability A careful mix of housing choices that meet the needs of the people without compromising neighborhood growth and prosperity for all.

Outcome 2: Neighborhood Diversity Mixed-income, mixed demographic, and mixed age and mixed housing types provide cultural vibrancy.

Outcome 3: Beautiful Neighborhoods Beautiful neighborhoods for beautiful people, places, and culture.

Outcome 1: Strong and Resilient Local Businesses Small locally owned businesses take pride and build, strong unique, authentic community resiliency while supporting local culture, value, and growth.

Outcome 2: Invest in Quality Education The future of the world is in the classroom today.

Outcome 3: Financially Empowered Residents Empower residents with personal choices while maintaining a competitive workforce within key employment sectors.

Outcome 1: Access to Community Health Solutions Creation of social and physical environments that promote good health for all residents.

Outcome 2: Access to Recreation More than just proximity, access involves removing physical, financial, and social barriers and making open space usable for all residents they serve.

Outcome 3: Access to Healthy Food Strong local and regional food economies position all residents for health and prosperity.

Outcome 1: Equitable Transportation Choices Shift away from reliance on private automobiles and embracing a connected network of reliable public transportation choices for all.

Outcome 2: Right-Sized Streets and Parking Private automobiles take up precious land area that can be used for more equitable investments to meet the needs of existing residents. Safety of people shall be prioritized over vehicular level of service.

Outcome 3: Safe and Walkable Block Pattern Smaller blocks, pedestrian scaled frontages, and wide shaded sidewalks create an equitable sense of place.

Outcome 1: Be Water Wise Water equals life. New ways of capturing, reusing, and appreciating our connection to water makes us resilient.

Outcome 2: Beat the Heat If you shade it, they will walk. Trees and shade offset urban heat island impacts and reconnect people to nature.

Outcome 3: Clean Air Make More Nothing smells better than a breath of fresh air. Good air quality is critical to community, economic, and environmental health and prosperity.

IMPLEMENTATION STRATEGIES

SHORT-TERM ELEMENT SPECIFIC ETOD STRATEGIES + POLICIES



STRATEGY 1:
Apply the Walkable Urban Code (Form-Based Code) to Future Projects



STRATEGY 1:
Enhance the Efficiency and Quality of Existing Housing



Strategy Specific Policies:

LU 1.1: Reduce vehicular parking minimums to prioritize people arriving by walking, biking and using transit.

LU 1.2: Support the next increment of development intensity and scale.

LU 1.3: Require people oriented frontages and open space that maximize trees, shade, and heat relief. walkable developments.

OUTCOMES IMPACTED	
15-Minute City	☒
Incremental Growth and Development	☒
Honoring Our Stories	☒



STRATEGY 1:
Enhance the Efficiency and Quality of Existing Housing



STRATEGY 1:
Cultivate Community Economic Growth and Prosperity



Strategy Specific Policies:

H 1.1: Pursue a Naturally Occurring Affordable Housing (NOAH) Fund to finance the purchase of NOAH units at-risk of displacement.

H 1.2: Support rehabilitation and/or conversion of existing structures to provide quality housing.

H 1.3: Prioritize rental and owner rehabilitation assistance programs.

OUTCOMES IMPACTED	
Preserve Neighborhood Affordability	☒
Neighborhood Diversity	☒
Neighborhood Beautification	☒



STRATEGY 1:
Cultivate Community Economic Growth and Prosperity



STRATEGY 1:
Improve Community Experiences + Access to People Oriented Spaces



Strategy Specific Policies:

ED 1.1: Expand business financial support programs and resources.

ED 1.2: Support skilled trade education programs through partnerships with construction firms, schools, and labor unions.

ED 1.3: Support policy and code reform that reduces barriers for local and small-scale developers.

OUTCOMES IMPACTED	
Strong and Resilient Local Businesses	☒
Invest in Quality Education	☒
Financially Empowered Residents	☒



STRATEGY 1:
Improve Community Experiences + Access to People Oriented Spaces



STRATEGY 1:
Apply Best Practice Active Transportation Standards to Future Projects



Strategy Specific Policies:

HE 1.1: Support a pedestrian infrastructure network that is well-connected to open spaces.

HE 1.2: Encourage the use of mid block crossings and pedestrian paseos through the development process to improve connectivity for people walking.

HE 1.3: Require people oriented frontages with storefronts, patios, and porches (walk-up units/businesses).

OUTCOMES IMPACTED	
Access to Community Health Solutions	☒
Access to Recreation	☒
Access to Healthy Food	☒



STRATEGY 1:
Apply Best Practice Active Transportation Standards to Future Projects



STRATEGY 1:
Apply Best Practice Green Infrastructure, Shade, + Heat Relief Standards to Future Projects



Strategy Specific Policies:

MO 1.1: Support active transportation enhancements through the development review process.

MO 1.2: Development projects shall not have a negative effect on existing and/or proposed active transportation infrastructure.

MO 1.3: Guide large development proposals toward mutually beneficial active transportation infrastructure.

OUTCOMES IMPACTED	
Equitable Transportation Choices	☒
Right-Sized Parking	☒
Safe and Walkable Block Pattern	☒



STRATEGY 1:
Apply Best Practice Green Infrastructure, Shade, + Heat Relief Standards to Future Projects



STRATEGY 1:
Apply Best Practice Green Infrastructure, Shade, + Heat Relief Standards to Future Projects



Strategy Specific Policies:

GS 1.1: Provide residents with low cost trees, gardening, and water wise programs and resources.

GS 1.2: Pursue funding for public and private green infrastructure projects.

GS 1.3: Support partnerships to implement community-based bioswales and curb cuts, at schools, churches, and anchor institutions.

OUTCOMES IMPACTED	
Be Water Wise	☒
Beat the Heat	☒
Clean Air Make More	☒

CONTENTS

INTRODUCTION

WHO WE ARE

IMPLEMENTATION STRATEGIES

LONG-TERM ELEMENT SPECIFIC ETOD STRATEGIES + POLICIES

The next six (6) Corridor-wide strategies are similarly aligned to each of the six (6) planning elements and derived from national best practice research, local collaborative design guidelines, and the Community vision to “reject displacement” and “support equitable TOD”. These strategies focus on longer term community revitalization to benefit existing and future residents.



STRATEGY 2:
Develop an Innovative ETOD Land Use Infrastructure Financing Tool



Strategy Specific Policies:
LU 2.1: Support the research and trial of new infrastructure financing tools and resources.

LU 2.2: Build local knowledge/capacity on structured funds, improvement districts, and in lieu fees.

LU 2.3: Research and pursue an innovative infrastructure fund that combines multiple sources of capital.

OUTCOMES IMPACTED	
15-Minute City	☒
Incremental Growth and Development	☒
Honoring Our Stories	☒



STRATEGY 2:
Construct South Central ETOD Housing Demonstration Projects



Strategy Specific Policies:
H 2.1: Evaluate new housing proposals “fit” understanding that 2 /3 of existing renters fall below 30% AMI.

H 2.2: Explore appropriately scaled new housing infill in traditional and established neighborhoods.

H 2.3: Support ETOD Housing proposals with innovative and creative financing tools and resources.

OUTCOMES IMPACTED	
Preserve Neighborhood Affordability	☒
Neighborhood Diversity	☒
Neighborhood Beautification	☒



STRATEGY 2:
Develop a Corridor Branding and Marketing Program



Strategy Specific Policies:
ED 2.1: Support and help to expand the “Buy South Central” marketing campaign.

ED 2.2: Support opportunities for youth empowerment through City programs and resources.

ED 2.3: Encourage hiring South Central Corridor residents in City or City-supported projects and programs.

OUTCOMES IMPACTED	
Strong and Resilient Local Businesses	☒
Invest in Quality Education	☒
Financially Empowered Residents	☒



STRATEGY 2:
Improve Community Access to Health and Food Services



Strategy Specific Policies:
HE 2.1: Explore partnerships to provide additional health services.

HE 2.2: Support health, cultural, and art events and education along South Central Avenue.

HE 2.3: Pursue safe and equitable access from the Rio Salado Station to the new Arizona Fresh: Agri-food Innovation Center.

OUTCOMES IMPACTED	
Access to Community Health Solutions	☒
Access to Recreation	☒
Access to Healthy Food	☒



STRATEGY 2:
Develop and adopt new ETOD street typologies and design standards



Strategy Specific Policies:
MO 2.1: Explore new street typologies that prioritize pedestrian and micro mobility “level of service”.

MO 2.2: Explore best practices and guidelines for vehicular parking locations in TOD areas.

MO 2.3: Research and pursue adoption of guidelines inspired by NACTO guidelines.

OUTCOMES IMPACTED	
Equitable Transportation Choices	☒
Right-Sized Parking	☒
Safe and Walkable Block Pattern	☒



STRATEGY 2:
Support Innovative Building and Clean Energy System Projects



Strategy Specific Policies:
GS 2.1: Encourage large land owners to provide district stormwater management.

GS 2.2: Encourage large commercial and industrial building owners to install solar panels on rooftops and shade structures.

GS 2.3: Support LEED certified buildings and sites.

OUTCOMES IMPACTED	
Be Water Wise	☒
Beat the Heat	☒
Clean Air Make More	☒

FROM STRATEGIES TO ACTION

BUILDING CAPACITY AND CELEBRATING EARLY ACHIEVEMENTS

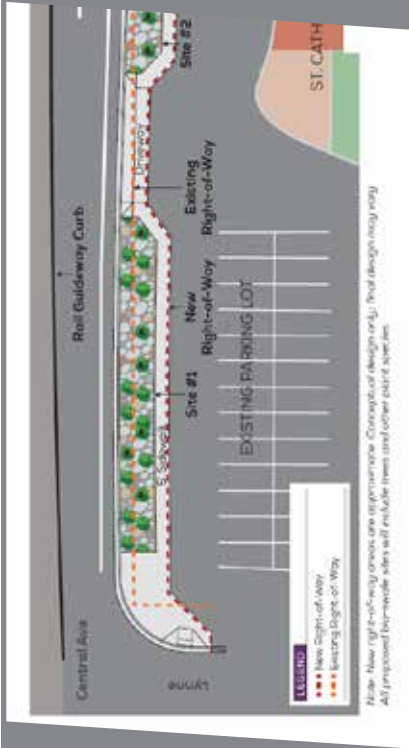
The South Central Collaborative

The Collaborative consists of over 40 partnerships between local leaders, businesses, and organizations of the South Central Corridor. At its core, the South Central Collaborative (SCC) provides a space for diverse leaders in emerging communities to share resources to ensure the outcome of the South Central Light Rail Project is inclusive and responds directly to the community’s needs. Throughout the project their group has hosted several partnering meetings, operated 4 sub-groups, provided recommendation documents on light rail design, presented development guideline recommendations to the South Central TOD Steering Committee, and continues to build capacity between the local community.

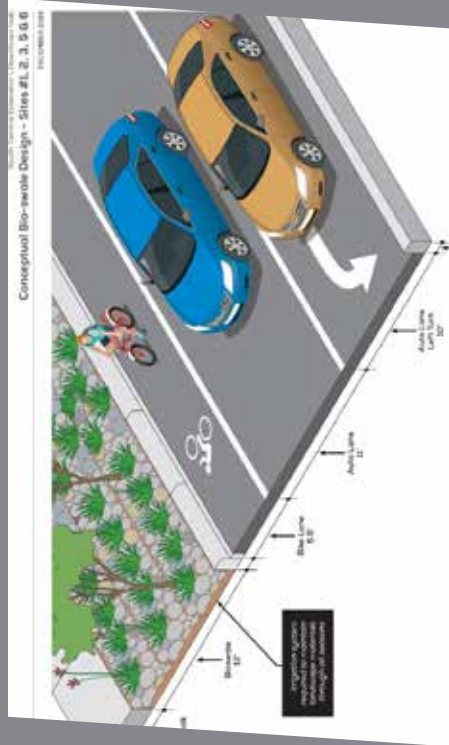


Having an “Eye on Implementation”

The following community led examples highlight some early successes in the Corridor that were achieved prior to and throughout the ongoing planning efforts. Local leaders met with City officials to establish the first City of Phoenix bioswale maintenance agreement, an innovative stormwater management demonstration program which created and maintains five bioswales in South Phoenix. Through organized community involvement Valley Metro, AECOM and Kiewit were required to create Workforce Development programs throughout the South Central Corridor to hire local businesses, contractors and residents to work on the South Central Light Rail Project. Design Empowerment PHX continually hosts programs for local youth leadership building to promote a culture of collaboration through restorative community design practices that connect, educate, inspire, and empower South Phoenix residents.



Bio Swale Agreement



The South Central Collaborative and SoPho Convening partners worked with the City to build local capacity by holding a Local Developers Convening focused on policy building, infrastructure needs, and design guideline considerations guided by recommendations made throughout the planning process as well as a common understanding of the community vision.

Local Developers Convening Recommendations:

Support a Collaborative Approach

- Create partnerships to educate community members on affordable housing funding sources, financial constraints, and public programs to prepare for implementation.
- Expand developer mentorship programs to empower local residents and business owners to own and develop property.

Money Talks

- Provide developers and partners with more gap financing and predevelopment tools to create affordable housing projects.
- Create a South Central Corridor infrastructure strategy and policy and a community benefit fund to provide partial funding for offsite improvements and allow developers to utilize the fund to reach deeper levels of housing affordability.

Get in the Zone

- Implement a form-based code to remove density barriers, allow for additional dwelling units in single-family zones such as ADU’s, and to allow more units at all income levels.
- Create a no “level of service” zone in TOD areas to prioritize pedestrian safety over vehicular throughput/flow.

Cracking the Codes

- Update city-wide policies, codes, standards, and guidelines to create more flexibility across all departments in implementing Transit Oriented Development (TOD) and walkability.



Hire Local



Youth Empowerment



The Action Plan outlines strategy-specific actions to jump-start implementation towards achieving the vision. Each strategy-specific action item is assigned to a lead partner - Government, Community or Business - and is also identified with a type of implementation tool such as Codes, Financing, Knowledge, Plans, Operations, Partnerships, or “I PlanPHX” .

STEP 1:
Identify what Planning Element(s) align to your Organization’s Mission.

STEP 2:
Identify what Type of Implementation Partner your Organization is.

Element Specific Strategy towards achieving the community vision.

STRATEGY 1:
Apply the Walkable Urban Code (Form-Land Use Based Code) to Future Projects



Strategy Specific Policies:

LU 1.1: Reduce vehicular parking minimums to prioritize people arriving by walking, biking and using transit.

LU 1.2: Support the next increment of development intensity and scale.

LU 1.3: Require people oriented frontages and open space that maximize trees, shade, and heat relief.

OUTCOMES IMPACTED	
15-Minute City	☒
Incremental Growth and Development	☒
Honoring Our Stories	☒

Strategy Specific Policies guide the resource decisions needed to implement the Element-Specific Strategy.

Outcomes indicate the measurable community benefits that the Strategy impacts.



Lead Partner Government including the local, state, and federal agencies.

The Lead Partner icons indicates the type of organization that is most suitable to lead and/or be responsible for the implementation of Strategy Specific Actions.



Lead Partner Community including non-profits, foundations, schools, neighborhood associations and individual residents.



Lead Partner Business including banks, developers, private companies, large corporations and small businesses.

STEP 3:
Identify what Type of Implementation Tool(s) your organization uses.

STEP 4:
Identify an Action to begin executing now.

STEP 5:
Identify City Department(s) best equipped to provide subject matter support, knowledge, and resources.

#	Tools	Strategy Specific 5-Year Action Items	City Dept. Resource
1	Knowledge	Engage and educate property owners and neighborhood associations on the Walkable Urban Code intent and development standards.	PDD
2	“I PlanPHX”	Engage with elected officials, city management, and city boards and commission members on the importance of advocating and supporting the Walkable Urban Code in South Central.	PDD
3	Partnerships	Partner with design students or professionals to conceptualize the South Mountain Village Core as an ETOD Urban Center.	PDD
4	Partnerships	Engage local design and development professionals on development incentives to encourage development without displacement.	PDD

“I PlanPHX” are items that residents can do right now to implement the vision and play a direct role in shaping Phoenix’s future.

Code Tools are regulations, such as the zoning ordinance, that can encourage or discourage different patterns and forms of urban development.

Financing Tools refer to grants, loans, bonds, taxes, and government funding programs.

Knowledge Tools means capacity building forums, professional training, and seminars to technical understanding.

Plan Tools include engineering studies, best practices research, redevelopment areas, market analyses and other similar documents.

Operations Tools are management practices such as inter-departmental coordination, decision-making transparency and approaches to service delivery.

Partnership Tools are mutually beneficial agreements between two or more parties such as joint use agreements, development agreements or corporate sponsorships.

Planning and Development Department (PDD)

Community and Economic Development Department (CEDD)

Housing Department (HD)

Street Transportation Department (ST)

Water Services Department (WSD)

Office of Environmental Programs (OEP)

Office of Heat Response and Mitigation (OHRM)

Office of Arts and Culture (OAC)

Neighborhood Services Department (NSD)

Public Transit Department (PTD)

Parks and Recreation Department (PRD)

Human Services Department (HSD)

All City Departments (ALL)

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HOW WE GET THERE 215

LAND USE ELEMENT ACTIONS

STRATEGY SPECIFIC FIVE (5) YEAR ACTIONS



STRATEGY 1:
Apply the Walkable Urban Code (Form-Future Projects) to



Strategy Specific Policies: LU 1.1: Reduce vehicular parking minimums to prioritize people arriving by walking, biking and using transit. LU 1.2: Support the next increment of development intensity and scale. LU 1.3: Require people oriented frontages and open space that maximize trees, shade, and heat relief.	
OUTCOMES IMPACTED	
15-Minute City	☒
Incremental Growth and Development	☒
Honoring Our Stories	☒

Lead Partner Government including the local, state, and federal agencies.			City Dept. Lead(s)
#	Tools	Strategy Specific 5-Year Action Items	
1	Codes	Work with community and stakeholders to amend the Walkable Urban Code (Chapter 13) of the Phoenix Zoning Ordinance to incorporate South Central “Character Area” Development Standards.	PDD
2	Operations	Guide and evaluate all future development proposals towards compliance with the Walkable Urban Code Development Standards.	PDD
3	Knowledge	Create an english/ spanish brochure on the Walkable Urban Code and it’s usefulness as a tool for equitable transit oriented communities.	PDD
4	Codes	Identify development standards and incentives to encourage public art enhancements on private buildings and sites.	PDD, OAC

Lead Partner Community including non-profits, foundations, schools, neighborhood associations and individual residents.

#	Tools	Strategy Specific 5-Year Action Items	Action Support*
1	Knowledge	Engage and educate property owners and neighborhood associations on the Walkable Urban Code intent and development standards.	PDD
2	“I PlanPHX”	Engage with elected officials, city management, and city boards and commission members on the importance of advocating and supporting the Walkable Urban Code in South Central.	PDD
3	Partnerships	Partner with design students or professionals to conceptualize the South Mountain Village Core as an ETOD Urban Center.	PDD
4	Partnerships	Engage local design and development professionals on development incentives to encourage development without displacement.	PDD

Lead Partner Business including banks, developers, private companies, large corporations and small businesses.

#	Tools	Strategy Specific 5-Year Action Items	Action Support*
1	Partnerships	Participate in a community forum to identify, recommend, and encourage the city adoption of new development incentives to encourage development without displacement.	PDD
2	Knowledge	Create an evaluation score card to reveal the trade-offs of developing under the Walkable Urban Code vs. conventional zoning.	PDD
3	Partnerships	Build a walkable urban mixed use demonstration project.	PDD

*The listed City department is available to provide subect matter support, knowledge, and possible resources for actions led by Business or Community Partners.



STRATEGY 2:
Develop an Innovative ETOD Infrastructure Financing Tool



Strategy Specific Policies: LU 2.1: Support the research and trial of new infrastructure financing tools and resources. LU 2.2: Build local knowledge/ capacity on structured funds, improvement districts, and in lieu fees. LU 2.3: Research and pursue an innovative infrastructure fund that combines multiple sources of capital.	
OUTCOMES IMPACTED	
15-Minute City	☒
Incremental Growth and Development	☒
Honoring Our Stories	☒

 Lead Partner Government including the local, state, and federal agencies.			
#	Tools	Strategy Specific 5-Year Action Items	City Dept. Lead(s)
1	Plans	Pursue an infrastructure needs assessment map to pursue eligible local, regional, and federal funds.	PDD
2	Partnerships	Coordinate with regional and state agencies to plan future infrastructure in alignment with vision for the Rio Reimagined area.	ALL
3	Operations	Pilot an ETOD infrastructure “in lieu” fee for developments requesting increased entitlement up to the Place Type incentive.	PDD
4	Operations	Implement the Mobility Improvement Programs recommended infrastructure projects as resource become available.	ST

Lead Partner Community including non-profits, foundations, schools, neighborhood associations and individual residents.

#	Tools	Strategy Specific 5-Year Action Items	Action Support*
1	Operations	Create a flyer to encourage the use of Proposition 400 funds for the South Central Corridor regional destination infrastructure improvements.	ALL
2	Operations	Lobby for the ability to utilize Tax Increment Financing (TIF) as a tool to foster equitable transit oriented development.	CEDD

Lead Partner Business including banks, developers, private companies, large corporations and small businesses.

#	Tools	Strategy Specific 5-Year Action Items	Action Support*
1	Knowledge	Hold a property and business owners workshop on Improvement Districts for financing enhanced infrastructure and services.	CEDD
2	Partnerships	Engage Anchor Institutions and large property owners on opportunities to develop mutually beneficial infrastructure, such as but not limited to district parking facilities, micro-mobility share stations, or district energy.	CEDD

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HOUSING ELEMENT ACTIONS

STRATEGY SPECIFIC FIVE (5) YEAR ACTIONS



STRATEGY 1:
Enhance the
Efficiency and
Quality of Existing
Housing



Strategy Specific Policies: H 1.1: Pursue and support preservation and protection of Naturally Occurring Affordable Housing (NOAH)	
H 1.2: Support rehabilitation and/or conversion of existing structures to provide quality housing.	
H 1.3: Prioritize rental and owner rehabilitation assistance programs.	
OUTCOMES IMPACTED	
Preserve Neighborhood Affordability	☒
Neighborhood Diversity	☒
Neighborhood Beautification	☒

 Lead Partner Government including the local, state, and federal agencies.			
#	Tools	Strategy Specific 5-Year Action Items	City Dept. Lead(s)
1	Knowledge	Hold a community meeting to share and target existing and future Rental and Owner Rehabilitation Assistance Programs to South Central Corridor communities	NSD
2	Partnerships	Engage Arizona Department of Environmental Quality and the EPA on indoor air quality measurement and vapor intrusion mitigation assistance.	OEP
3	Operations	Evaluate the feasibility of allocating and prioritizing project based vouchers within the south central corridor for residents at risk of displacement and/or falling below 30-50% AMI.	HD

Lead Partner Community including non-profits, foundations, schools, neighborhood associations and individual residents.

#	Tools	Strategy Specific 5-Year Action Items	Action Support*
1	Operations	Pursue a Naturally Occurring Affordable Housing (NOAH) Fund to finance and purchase NOAH units at risk of displacement.	HD
2	"I PlanPHX"	Create a community-led recognition program to acknowledge community supportive housing projects in alignment with the community vision.	NSD, HD
3	Partnerships	Pilot an ETOD Rehabilitation fund; graduate this effort to a community land trust.	NSD, HD

Lead Partner Business including banks, developers, private companies, large corporations and small businesses.

#	Tools	Strategy Specific 5-Year Action Items	Action Support*
1	Partnerships	Hold/Participate in an Affordable Housing Developers forums to explore creative solutions and partnerships to provide housing for residents that fall at or below 30- 50% AMI.	HD
2	Partnerships	Partner with nonprofit organizations and businesses to renovate or rehabilitate single family houses and/or small multifamily projects.	NSD, HD

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STRATEGY 2:
Construct
South Central
ETOD Housing
Demonstration
Projects



Strategy Specific Policies:
H 2.1: Evaluate new housing proposals "fit" understanding that 2/3 of existing renters fall below 30% AMI.

H 2.2: Explore appropriately scaled new housing typologies in traditional and established neighborhoods.

H 2.3: Support ETOD Housing proposals with innovative and creative financing tools and resources.

OUTCOMES IMPACTED	
Preserve Neighborhood Affordability	☒
Neighborhood Diversity	☒
Neighborhood Beautification	☒

The Housing Element Actions are intended to enhance existing housing and guide new housing demonstrations to preserve affordability, diversity, and quality while making progress towards achieving the Community vision to “reject displacement” and “support equitable TOD” .

 Lead Partner Government including the local, state, and federal agencies.			
#	Tools	Strategy Specific 5-Year Action Items	City Dept. Lead(s)
1	Operations	Conduct an affordable housing gap analysis and track new or preserved ownership and rental units for residents/families most at risk of displacement and at various income ranges.	HD
2	Codes	Evaluate and Initiate a Zoning Ordinance Text Amendment to allow interior suites, ADUs, and manufactured homes in South Central.	PDD
3	Operations	Issue an RFP to develop an affordable housing project that helps address production goals for rental and ownership opportunities.	NSD, HD
4	Operations	Research and identify incentives such as expedited plan review, fee reductions, pre-approved plans, etc. for affordable housing projects.	PDD

Lead Partner Community including non-profits, foundations, schools, neighborhood associations and individual residents.

#	Tools	Strategy Specific 5-Year Action Items	Action Support*
1	Knowledge	Engage and educate property owners and neighborhood associations on the benefits of Accessory Dwelling Units (ADUs) and other “Missing Middle Housing” typologies.	PDD
2	Knowledge	Research the appropriateness for the use of Community Benefit Agreements (CBA) between developers and the broader community.	CEDD
3	"I PlanPHX"	Actively support Zoning and code reform that allows for building types that provide paths to homeownership such as ADUs, Tiny Homes, Duplexes, Triplexes, Fourplexes.	PDD
4	"I PlanPHX"	Create a recognition program for developers of innovative housing demonstration projects.	NSD, HD

Lead Partner Business including banks, developers, private companies, large corporations and small businesses.

#	Tools	Strategy Specific 5-Year Action Items	Action Support*
1	Partnerships	Develop a mixed-use, mixed-income housing project.	HD
2	Partnerships	Develop a live-work and/or Accessory Dwelling Unit (ADU) housing demonstration project.	PDD, HD
3	Partnerships	Partner with financial institutions to provide grants and low-interest loans to help finance local developers pre-development expenses.	HD

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ECON. DEV. ELEMENT ACTIONS

STRATEGY SPECIFIC FIVE (5) YEAR ACTIONS

STRATEGY 1:
Cultivate
Community
Economic Growth
and Prosperity



Strategy Specific Policies: ED 1.1: Expand business financial support programs and resources. ED 1.2: Support skilled trade education programs through partnerships with construction firms, schools, and labor unions. ED 1.3: Support policy and code reform that reduces barriers for local and small-scale developers.	
OUTCOMES IMPACTED	
Strong and Resilient Local Businesses	☒
Invest in Quality Education	☒
Financially Empowered Residents	☒

 Lead Partner Government including the local, state, and federal agencies.		
#	Tools	Strategy Specific 5-Year Action Items
1	Operations	Research the feasibility of expanding or creating redevelopment areas and other development incentives in the corridor.
2	Codes	Research, identify, and reduce zoning barriers to encourage ground floor leasable areas supportive of smaller businesses, business incubators, maker spaces, art spaces, local start-ups.
3	Operations	Identify innovative practices to target existing residents for jobs, training, education, grants, scholarships + workforce programs.
4	Codes	Research, identify, and reduce zoning, licensing, and other regulatory barriers for temporary and mobile retailers, micro-businesses, urban farming, and outdoor markets.
5	Operations	Develop marketing materials to attract an advanced manufacturing incubator/accelerator, small business incubator, and/or "maker space" to the South Central Corridor.
		City Dept. Lead(s)
		CEDD
		PDD
		All
		PDD
		CEDD

Lead Partner Community including non-profits, foundations, schools, neighborhood associations and individual residents.

#	Tools	Strategy Specific 5-Year Action Items	Action Support*
1	Partnerships	Partner with workforce development agencies to provide training opportunities, resume writing, and interview classes at community centers and schools.	CEDD
2	Financing	Support grant opportunities for business incubators.	CEDD
3	Partnerships	Identify financial and resource support to expand the youth and design empowerment programs in the corridor.	OAC
4	Partnerships	Encourage South Central local artists participation and application in city-wide artist talent pools, programs, and resources.	OAC

Lead Partner Business including banks, developers, private companies, large corporations and small businesses.

#	Tools	Strategy Specific 5-Year Action Items	Action Support*
1	Knowledge	Hold a small business owners forum to explore the creation of a South Central local and small business association.	CEDD
2	Partnerships	Support an educational forum to build skills for aspiring developers.	CEDD
3	Knowledge	Coordinate a meeting of local and small business owners to provide knowledge and support on business financial literacy, marketing, security, and other business improvement practices.	CEDD

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STRATEGY 2:
Develop a
Corridor Branding
and Marketing
Program



Strategy Specific Policies: ED 2.1: Support and help to expand the "Buy/Hire South Central" marketing campaigns. ED 2.2: Support opportunities for youth empowerment through City programs and resources. ED 2.3: Promote South Central as a unique and cultural regional destination.	
OUTCOMES IMPACTED	
Strong and Resilient Local Businesses	☒
Invest in Quality Education	☒
Financially Empowered Residents	☒

 Lead Partner Government including the local, state, and federal agencies.		
#	Tools	Strategy Specific 5-Year Action Items
1	Operations	Update "Opportunity Zone" marketing materials to reference the South Central ETOD Community Vision and Master Plan.
2	Operations	Develop Small Business Attraction marketing materials and resources to help small businesses and entrepreneurs locate existing neighborhood scale commercial spaces.
3	Operations	Research the feasibility of expanding the Neighborhood Commercial Revitalization (NCR) program to support enhancements in alignment with the TOD community vision(s).
4	Operations	Highlight the economic benefits of the corridors unique natural resources through marketing and business attraction materials.
5	Operations	Strongly encourage public art as part of city infrastructure and development projects.
		City Dept. Lead(s)
		CEDD
		CEDD
		NSD
		CEDD
		CEDD, OAC

Lead Partner Community including non-profits, foundations, schools, neighborhood associations and individual residents.

#	Tools	Strategy Specific 5-Year Action Items	Action Support*
1	Partnerships	Partner and identify ways to support the expansion of existing employers in key south central industries.	CEDD
2	Partnerships	Complete a "love your block" grant application for a neighborhood improvement project such as tree plantings.	NSD
3	"I PlanPHX"	Host a buy local event to support local small businesses and walking, biking, transit riding in the corridor.	CEDD

Lead Partner Business including banks, developers, private companies, large corporations and small businesses.

#	Tools	Strategy Specific 5-Year Action Items	Action Support*
1	Partnerships	Hold a business forum to explore the potential to establish a Phoenix Business Improvement District in each station area, with the districts coordinated by a Corridor Business Council.	CEDD
2	Partnerships	Support efforts to organize local business and community networking events through temporary outdoor markets and pop up sales events.	CEDD

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HEALTH ELEMENT ACTIONS

STRATEGY SPECIFIC FIVE (5) YEAR ACTIONS

STRATEGY 1:

Health

Improve Community Experiences + Access to People Oriented Spaces



Strategy Specific Policies:

HE 1.1: Support a pedestrian infrastructure network that is well-connected to open spaces.

HE 1.2: Encourage the use of mid block crossings and pedestrian paseos through the development process to improve connectivity for people walking.

HE 1.3: Require people oriented frontages with storefronts, patios, and porches (walk-up units /businesses).

OUTCOMES IMPACTED

Access to Community Health Solutions	☒
Access to Recreation	☒
Access to Healthy Food	☒

#	Tools	Strategy Specific 5-Year Action Items	City Dept. Lead(s)
1	Operations	Evaluate the potential to expand transit coverage, particularly connecting from the Light Rail to South Mountain Park/Preserve.	PTD, PRD
2	Codes	Research Crime Prevention Through Environmental Design (CPTED) principles intersection with the Walkable Urban Code.	PD, PDD
3	Financing	Pursue funding to construct jogging/walking paths, art, and lighting along the Western and Highline Canals.	ST, OAC
4	Financing	Pursue funding improvements such as pathways, lighting, drinking fountains, community gardens, art, and shade in all public parks and open spaces; particularly the Rio Salado.	ALL
5	Operations	Evaluate new development proposals influence on warrants needed to pursue mid block crossing interventions.	ST, PDD

Lead Partner Community including non-profits, foundations, schools, neighborhood associations and individual residents.

#	Tools	Strategy Specific 5-Year Action Items	Action Support*
1	Operations	Identify community art locations such as vacant sites or prominent buildings to support creative place-making, public art, murals and/or events such as street and canal festivals.	NSD
2	"I PlanPHX"	Organize walking audits to encourage community safety and positive activation of neighborhood streets and public spaces.	NSD, ST, PD
3	Financing	Pursue creative financing to enhance and activate the Rio Salado as a recreational destination.	PRD
4	Knowledge	Educate residents and youth on the availability and locations to acquire reduced fare transit passes.	PTD

Lead Partner Business including banks, developers, private companies, large corporations and small businesses.

#	Tools	Strategy Specific 5-Year Action Items	Action Support*
1	Partnerships	Identify corporate sponsorship opportunities for place making enhancements in close proximity to the light rail stations.	NSD, OAC, CEDD
2	Partnerships	Seek creative ways to promote the Rio Salado and South Mountain Park/Preserve as local and regional attractions.	PRD
3	Partnerships	Identify a property that can be used as a temporary popup park/plaza and pursue funding partnerships.	CEDD, NSD, PDD

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STRATEGY 2:

Health

Improve Community Access to Health and Food Services

Strategy Specific Policies:

HE 2.1: Explore partnerships that provide new health and food services.

HE 2.2: Support new developments that integrate community health and food services.

HE 2.3: Support investments that improve safe and equitable access to existing and planned community health and food services.

OUTCOMES IMPACTED	
Access to Community Health Solutions	☒
Access to Recreation	☒
Access to Healthy Food	☒

#	Tools	Strategy Specific 5-Year Action Items	City Dept. Lead(s)
1	Partnerships	Work with community partners to further identify south central community health service needs for those at highest risk of displacement.	HSD
2	Operations	Identify city owned property that could be utilized for increased access to healthy food, such as, farmer’s market, community kitchens, gardens, food cooperatives, etc.	ALL
3	Codes	Research and identify bonus point provisions to encourage developments to incorporate healthy food access.	PDD
4	Codes	Research and identify code constraints preventing vacant land owners from allowing temporary pop-up parks on their properties.	PDD
5	Operations	Identify mobility needs connecting the Rio Salado Station to the new Arizona Fresh: Agri-food Innovation Center.	PRD, PTD, PDD

Lead Partner Community including non-profits, foundations, schools, neighborhood associations and individual residents.

#	Tools	Strategy Specific 5-Year Action Items	Action Support*
1	Knowledge	Hold a healthy communities forum to better understand the city and community partner health services and resources gaps.	HSD
2	Financing	Write a grant to support opportunities for increased access to healthy food, such as, farmer’s market, community kitchen, community garden, food cooperative, etc.	OEP
3	Knowledge	Further define displacement drivers and trends as it relates to housing violence, criminalization, environmental injustice and zoning.	PDD
4	Partnerships	Partner with the City of Phoenix through the Phoenix C.A.R.E.S program in targeted areas throughout the corridor to connect residents experiencing homelessness with services and resources	HSD

Lead Partner Business including banks, developers, private companies, large corporations and small businesses.

#	Tools	Strategy Specific 5-Year Action Items	Action Support*
1	Operations	Research mechanisms to support community health and food micro-businesses, such as mobile retailers, urban farming, and outdoor markets with regulatory relief and assistance.	OEP, CEDD, PDD
2	Partnerships	Gather local health partners to host community health events and mobile clinics to “meet people where they are”.	HSD

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MOBILITY ELEMENT ACTIONS

STRATEGY SPECIFIC FIVE (5) YEAR ACTIONS



STRATEGY 1:
Apply Best Practice
Active Transportation
Standards to Future
Projects



Strategy Specific Policies:
MO 1.1: Support active transportation enhancements through the development review process.

MO 1.2: Development projects shall not have a negative effect on existing and/or proposed active transportation infrastructure.

MO 1.3: Guide large development proposals toward mutually beneficial Active Transportation infrastructure.

OUTCOMES IMPACTED	
Equitable Transportation Choices	☒
Right-Sized Parking	☒
Safe and Walkable Block Pattern	☒

 Lead Partner Government including the local, state, and federal agencies.			
#	Tools	Strategy Specific 5-Year Action Items	City Dept. Lead(s)
1	Plan	Pursue funding to identify and pursue best practice Active Transportation enhancements connecting South Central Corridor light rail stations with “the 7’s” (7th Street and 7th Avenue).	ST
2	Operations	Create a GIS database of Active Transportation priority corridors to research, track, and provide progress updates in alignment with the community vision.	ST
3	Plan	Implement Active Transportation connections to canalscape, light rail, the Rio Salado, and the Village Core through the development process when possible.	ST
4	Operations	Propose the expansion of micro mobility programs and look at incorporating equity considerations for low income residents into the program.	ST

Lead Partner Community including non-profits, foundations, schools, neighborhood associations and individual residents.

#	Tools	Strategy Specific 5-Year Action Items	Action Support*
1	Knowledge	Engage annually with youth, residents, schools, and neighborhood associations on active transportation safety, education, and design decision making.	ST
2	“I PlanPHX”	Continue to identify and prioritize infrastructure improvements that could facilitate a well connected active transportation network through existing programs.	ST

Lead Partner Business including banks, developers, private companies, large corporations and small businesses.

#	Tools	Strategy Specific 5-Year Action Items	Action Support*
1	Partnerships	Pursue partnerships for clusters of active transportation infrastructure enhancements connecting to transit stations.	ST
2	Financing	Research the appropriateness of using Public-Private Partnerships (P3s) programs to fund south central priorities.	CEDD, ST

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STRATEGY 2:
Develop and adopt
new ETOD street
typologies and
design standards



Strategy Specific Policies:
MO 2.1: Explore new street typologies that prioritize pedestrian and micro mobility “level of service” .

MO 2.2: Explore best practices and guidelines for vehicular parking locations in TOD areas.

MO 2.3: Research and pursue adoption of guidelines inspired by NACTO guidelines.

OUTCOMES IMPACTED	
Equitable Transportation Choices	☒
Right-Sized Parking	☒
Safe and Walkable Block Pattern	☒

 Lead Partner Government including the local, state, and federal agencies.			
#	Tools	Strategy Specific 5-Year Action Items	City Dept. Lead(s)
1	Operations	Update existing Street Design Standards and Guidelines.	ST
2	Operations	Initiate process for evaluating current speed limit policy as it applies in TOD areas.	ST
3	Operations	Evaluate bus ridership/ demand and right of way constraints for opportunities to improve transit shelters, frequency, and improved speed and reliability.	ST, PTD

Lead Partner Community including non-profits, foundations, schools, neighborhood associations and individual residents.

#	Tools	Strategy Specific 5-Year Action Items	Action Support*
1	“I PlanPHX”	Support and stay involved in the Active Transportation Plan efforts to ensure policy recommendations are appropriate and in alignment with the South Central ETOD Community Plan and recommendations.	ST
2	Knowledge	Engage residents on the benefits of short development blocks that enable convenient walking, biking, and transit use.	PDD
3	Partnerships	Participate in the national “Park”ing Day events by temporarily repurposing on-street parking spaces with a pocket park.	ST, PRD, PDD

Lead Partner Business including banks, developers, private companies, large corporations and small businesses.

#	Tools	Strategy Specific 5-Year Action Items	Action Support*
1	Partnerships	Support a “shared-street”, “woonerf”, “yield street” or similar demonstration project through a private development process.	ST, PDD
2	Partnerships	Provide on-street parking on walkable urban mixed use and walkable urban residential projects.	PDD
3	Partnerships	Develop a “car-free” demonstration project in the South Central Corridor.	PDD

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GREEN SYS. ELEMENT ACTIONS

STRATEGY SPECIFIC FIVE (5) YEAR ACTIONS



STRATEGY 1:
Apply Best Practice
Green Infrastructure,
Shade, + Heat Relief
Standards to Future
Projects



OUTCOMES IMPACTED	
Be Water Wise	☒
Beat the Heat	☒
Clean Air Make More	☒

#	Tools	Strategy Specific 5-Year Action Items	City Dept. Lead(s)
1	Codes	Determine feasibility of Shade Easements that allow structural shade over public sidewalks without the need for revocable permits.	PDD
2	Operations	Encourage sustainability from any project resulting from a City-Owned RFP site.	CEDD
3	Knowledge	Create a property owner guide to green infrastructure techniques for established neighborhoods.	WSD, OEP
4	Operations	Monitor the City of Phoenix Bioswale Maintenance Agreement in South Central.	ST
5	Codes	Evaluate the Walkable Urban Code plant list for opportunities to add native, drought tolerant, and/or desert adapted species appropriate for TOD areas.	PDD, OEP, WSD

Lead Partner
Community including non-profits, foundations, schools, neighborhood associations and individual residents.

#	Tools	Strategy Specific 5-Year Action Items	Action Support*
1	"I PlanPHX"	Apply and pursue grants for green infrastructure and heat relief assistance.	OEP, OHRM
2	Partnerships	Support creation of a "clean and green team" program for South Central.	CEDD
3	Knowledge	Create educational materials on the social, health, and economic benefits of shaded, safe pedestrian pathways.	ALL
4	Knowledge	Create educational materials on the importance of native species to support green infrastructure and water wise communities.	OEP, WSD

Lead Partner
Business including banks, developers, private companies, large corporations and small businesses.

#	Tools	Strategy Specific 5-Year Action Items	Action Support*
1	Partnerships	Construct innovative green infrastructure and heat relief demonstration projects.	PDD
2	Knowledge	Hold a professional training forum on financing methods for Green Infrastructure and Low Impact Development (LID).	WSD, OEP

*The listed City department is available to provide subject matter support, knowledge, and possible resources for actions led by Business or Community Partners.

The Green Systems Element Actions are intended to guide the site, building, and infrastructure design to improve resource efficiency and environmental protection towards achieving the Community vision to “reject displacement” and “support equitable TOD” .



STRATEGY 2:
Support Innovative
Building and Clean
Energy System
Projects



OUTCOMES IMPACTED	
Be Water Wise	☒
Beat the Heat	☒
Clean Air Make More	☒

#	Tools	Strategy Specific 5-Year Action Items	City Dept. Lead(s)
1	Operations	Support the demonstration of innovative building and clean energy systems at existing and new parks and other public facilities.	ALL
2	Operations	Evaluate bus ridership/ demand and right of way constraints for opportunities to improve shade and heat relief at and connecting to transit stations and shelters.	PTD, OHRM
3	Operations	Evaluate the opportunity to develop a combined heat/power energy source (Eco District) to serve major developments adjacent to the Rio Salado and other surrounding properties.	CEDD
4	Operations	Evaluate the potential for an Improvement District to support innovative building and clean energy projects.	CEDD

Lead Partner
Community including non-profits, foundations, schools, neighborhood associations and individual residents.

#	Tools	Strategy Specific 5-Year Action Items	Action Support*
1	Partnerships	Support partnerships with the Audobon Center for community education and awareness on innovative building and clean energy systems.	PDD
2	Partnerships	Explore the potential to add and expand Youth and Design Empowerment programs at parks, community and education centers.	PRD

Lead Partner
Business including banks, developers, private companies, large corporations and small businesses.

#	Tools	Strategy Specific 5-Year Action Items	Action Support*
1	Partnerships	Construct innovative building and clean energy systems demonstration projects.	PDD
2	Partnerships	Construct innovative water capture and reuse demonstration projects.	PDD

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The Government Led Action guide is intended to compile all government led action items for ease of use and tracking. “Government” partners including the local, state, and federal agencies.

#	Tools	Government-Led Land Use Element 5-Year Action Items	City Dept. Resource
<i>STRATEGY 1 (short term): Apply the Walkable Urban Code (Form-Based Code) to Future Projects</i>			
1	Codes	Work with community and stakeholders to amend the Walkable Urban Code (Chapter 13) of the Phoenix Zoning Ordinance to incorporate South Central “Character Area” Development Standards.	PDD
2	Operations	Guide and evaluate all future development proposals towards compliance with the Walkable Urban Code Development Standards.	PDD
3	Knowledge	Create an english/ spanish brochure on the Walkable Urban Code and it’s usefulness as a tool for equitable transit oriented communities.	PDD
4	Codes	Identify development standards and incentives to encourage public art enhancements on private buildings and sites.	PDD, OAC
<i>STRATEGY 2 (long-term): Develop an Innovative ETOD Infrastructure Financing Tool</i>			
1	Plans	Pursue an infrastructure needs assessment map to pursue eligible local, regional, and federal funds.	PDD
2	Partnerships	Coordinate with regional and state agencies to plan future infrastructure in alignment with visions for the Rio Reimagined area.	ALL
3	Operations	Pilot an ETOD infrastructure “in lieu” fee for developments requesting increased entitlement up to the incentive in the Place Type.	PDD
4	Operations	Implement the Mobility Improvement Programs recommended infrastructure projects as resource become available.	ST
#	Tools	Government-Led Housing Element 5-Year Action Items	City Dept. Resource
<i>STRATEGY 1 (short-term): Enhance the Efficiency and Quality of Existing Housing Programs to South Central Corridor communities</i>			
1	Knowledge	Hold a community meeting to share and target existing and future Rental and Owner Rehabilitation Assistance Programs to South Central Corridor communities	NSD
2	Partnerships	Engage Arizona Department of Environmental Quality and the EPA on indoor air quality measurement and vapor intrusion mitigation assistance.	OEP
3	Operations	Evaluate the feasibility of allocating and prioritizing project based vouchers within the south central corridor for residents at risk of displacement and/or falling below 30-50% AMI.	HD
<i>STRATEGY 2 (long-term): Construct South Central ETOD Housing Demonstration Projects</i>			
1	Operations	Conduct an affordable housing gap analysis and track new or preserved ownership and rental units for residents/families most at risk of displacement and at various income ranges.	HD
2	Codes	Evaluate and Initiate a Zoning Ordinance Text Amendment to allow interior suites, ADUs, and manufactured homes in South Central.	PDD
3	Operations	Issue an RFP to develop an affordable housing project that helps address production goals for rental and ownership opportunities.	NSD, HD
4	Operations	Research and identify incentives such as expedited plan review, fee reductions, pre-approved plans, etc. for affordable housing projects.	PDD
#	Tools	Government-Led Economic Development Element 5-Year Action Items	City Dept. Resource
<i>STRATEGY 1 (short-term): Cultivate Community Economic Growth and Prosperity</i>			
1	Operations	Research the feasibility of expanding or creating redevelopment areas and other development incentives in the corridor.	CEDD
2	Codes	Research, identify, and reduce zoning barriers to encourage ground floor leasable areas supportive of smaller businesses, business incubators, maker spaces, art spaces, local start-ups.	PDD
3	Operations	Identify innovative practices to target existing residents for jobs, training, education, grants, scholarships + workforce programs.	ALL
4	Codes	Research, identify, and reduce zoning, licensing, and other regulatory barriers for temporary and mobile retailers, micro-businesses, urban farming, and outdoor markets.	PDD
5	Operations	Develop marketing materials to attract an advanced manufacturing incubator/ accelerator, small business incubator, and/or “maker space” to the South Central Corridor.	CEDD
<i>STRATEGY 2 (long-term): Develop a Corridor Branding and Marketing Program</i>			
1	Operations	Update “Opportunity Zone” marketing materials to reference the South Central ETOD Community Vision and Master Plan.	CEDD
2	Operations	Develop Small Business Attraction marketing materials and resources to help small businesses and entrepreneurs locate existing neighborhood scale commercial spaces.	CEDD
3	Operations	Research the feasibility of expanding the Neighborhood Commercial Revitalization (NCR) program to support enhancements in alignment with the TOD community vision(s).	NSD
4	Operations	Highlight the economic benefits of the corridors unique natural resources through marketing and business attraction materials.	CEDD
5	Operations	Strongly encourage public art as part of city infrastructure and development projects.	CEDD, OAC

The Community Led Action guide is intended to compile all community led action items for ease of use and tracking. “Community” partners include non-profits, foundations, schools, neighborhood associations and individual residents.

#	Tools	Community-Led Land Use Element 5-Year Action Items	City Dept. Resource
STRATEGY 1 (short term): Apply the Walkable Urban Code (Form-Based Code) to Future Projects			
1	Knowledge	Engage and educate property owners and neighborhood associations on the Walkable Urban Code intent and development standards.	PDD
2	“I PlanPHX”	Engage with elected officials, city management, and city boards and commission members on the importance of advocating and supporting the Walkable Urban Code in South Central.	PDD
3	Partnerships	Partner with design students or professionals to conceptualize the South Mountain Village Core as an ETOD Urban Center.	PDD
4	Partnerships	Engage local design and development professionals on development incentives to encourage development without displacement.	PDD
STRATEGY 2 (long-term): Develop an Innovative ETOD Infrastructure Financing Tool			
1	Operations	Create a flyer to encourage the use of Proposition 400 funds for the South Central Corridor regional destination infrastructure improvements.	ALL
2	Operations	Lobby for the ability to utilize Tax Increment Financing (TIF) as a tool to foster equitable transit oriented development.	CEDD

#	Tools	Community-Led Housing Element 5-Year Action Items	City Dept. Resource
STRATEGY 1 (short-term): Enhance the Efficiency and Quality of Existing Housing			
1	Operations	Pursue a Naturally Occurring Affordable Housing (NOAH) Fund to finance and purchase NOAH units at risk of displacement.	HD
2	“I PlanPHX”	Create a community-led recognition program to acknowledge community supportive housing projects in alignment with the community vision.	NSD, HD
3	Partnerships	Pilot an ETOD Rehabilitation fund; graduate this effort to a community land trust.	NSD, HD
STRATEGY 2 (long-term): Construct South Central ETOD Housing Demonstration Projects			
1	Knowledge	Engage and educate property owners and neighborhood associations on the benefits of Accessory Dwelling Units (ADUs) and other “Missing Middle Housing” typologies.	PDD
2	Knowledge	Research the appropriateness for the use of Community Benefit Agreements (CBA) between developers and the broader community.	CEDD
3	“I PlanPHX”	Actively support Zoning and code reform that allows for building types that provide paths to homeownership such as ADUs, Tiny Homes, Duplexes, Triplexes, Fourplexes.	PDD
4	“I PlanPHX”	Create a recognition program for developers of innovative housing demonstration projects.	NSD, HD

#	Tools	Community-Led Economic Development Element 5-Year Action Items	City Dept. Resource
STRATEGY 1 (short-term): Cultivate Community Economic Growth and Prosperity			
1	Partnerships	Partner with workforce development agencies to provide training opportunities, resume writing, and interview classes at community centers and schools.	CEDD
2	Financing	Support a grant to support business incubators.	CEDD
3	Partnerships	Identify financial and resource support to expand the youth and design empowerment programs in the corridor.	OAC
4	Partnerships	Encourage South Central local artists participation and application in city-wide artist talent pools, programs, and resources.	OAC
STRATEGY 2 (long-term): Develop a Corridor Branding and Marketing Program			
1	Partnerships	Partner and identify ways to support the expansion of existing employers in key south central industries.	CEDD
2	Partnerships	Complete a “love your block” grant application for a neighborhood improvement project such as tree plantings.	NSD
3	“I PlanPHX”	Host a buy local event to support local small businesses and walking, biking, transit riding in the corridor.	CEDD

#	Tools	Community-Led Health Element 5-Year Action Items	City Dept. Resource
STRATEGY 1 (short-term): Improve Community Experiences + Access to People Oriented Spaces			
1	Operations	Identify community art locations such as vacant sites or prominent buildings to support creative place-making, public art, murals and/or events such as street and canal festivals.	NSD
2	“I PlanPHX”	Organize walking audits to encourage community safety and positive activation of neighborhood streets and public spaces.	NSD, ST, PD
3	Financing	Pursue creative financing to enhance and activate the Rio Salado as a recreational destination.	PRD
4	Knowledge	Educate residents and youth on the availability and locations to acquire reduced fare transit passes.	PTD
STRATEGY 2 (long-term): Improve Community Access to Health and Food Services			
1	Knowledge	Hold a healthy communities forum to better understand the city and community partner health services and resources gaps.	HSD
2	Financing	Write a grant to support opportunities for increased access to healthy food, such as, farmer’s market, community kitchen, community garden, food cooperative, etc.	OEP
3	Knowledge	Further define displacement drivers and trends as it relates to housing violence, criminalization, environmental injustice and zoning.	PDD
4	Partnerships	Partner with the City of Phoenix through the Phoenix C.A.R.E.S program in targeted areas throughout the corridor to connect residents experiencing homelessness with services and resources	HSD

#	Tools	Community-Led Mobility Element 5-Year Action Items	City Dept. Resource
STRATEGY 1 (short-term): Apply Best Practice Active Transportation Standards to Future Projects			
1	Knowledge	Engage annually with youth, residents, schools, and neighborhood associations on active transportation safety, education, and design decision making.	ST
2	“I PlanPHX”	Continue to identify and prioritize infrastructure improvements that could facilitate a well connected active transportation network through existing programs.	ST
STRATEGY 2 (long-term): Develop and adopt new ETOD street typologies and design standards			
1	“I PlanPHX”	Support and stay involved in the Active Transportation Plan efforts to ensure policy recommendations are appropriate and in alignment with the South Central ETOD Community Plan and recommendations.	ST
2	Knowledge	Engage residents on the benefits of short development blocks that enable convenient walking, biking, and transit use.	PDD
3	Partnerships	Participate in the national “Park”ing Day events by temporarily repurposing on-street parking spaces with a pocket park.	ST, PRD, PDD

#	Tools	Community-Led Mobility Element 5-Year Action Items	City Dept. Resource
STRATEGY 1 (short-term): Apply Best Practice Green Infrastructure, Shade, + Heat Relief Standards to Future Projects			
1	“I PlanPHX”	Apply and pursue grants for green infrastructure and heat relief assistance.	OEP, OHRM
2	Partnerships	Support creation of a “clean and green team” program for South Central.	CEDD
3	Knowledge	Create educational materials on the social, health, and economic benefits of shaded, safe pedestrian pathways.	ALL
4	Knowledge	Create educational materials on the importance of native species to support green infrastructure and water wise communities.	OEP, WSD
STRATEGY 2 (long-term): Support Innovative Building and Clean Energy System Projects			
1	Partnerships	Support partnerships with the Audobon Center for community education and awareness on innovative building and clean energy systems.	PDD
2	Partnerships	Explore the potential to add and expand Youth and Design Empowerment programs at parks, community and education centers.	PRD



BUSINESS ACTION GUIDE

The Business Led Action guide is intended to compile all business led action items for ease of use and tracking. “Business” partners including banks, developers, private companies, large corporations and small businesses.

#	Tools	Business-Led Land Use Element 5-Year Action Items	City Dept. Resource
STRATEGY 1 (short term): Apply the Walkable Urban Code (Form-Based Code) to Future Projects			
1	Partnerships	Participate in a community forum to identify, recommend, and encourage the city adoption of new development incentives to encourage development without displacement.	PDD
2	Knowledge	Create an evaluation score card to reveal the trade-offs of developing under the Walkable Urban Code vs. conventional zoning.	PDD
3	Partnerships	Build a walkable urban mixed use demonstration project.	PDD
STRATEGY 2 (long-term): Develop an Innovative ETOD Infrastructure Financing Tool			
1	Knowledge	Hold a property and business owners workshop on Improvement Districts for financing enhanced infrastructure and services.	CEDD
2	Partnerships	Engage Anchor Institutions and large property owners on opportunities to develop mutually beneficial infrastructure, such as but not limited to district parking facilities, micro-mobility share stations, or district energy.	CEDD

#	Tools	Business-Led Housing Element 5-Year Action Items	City Dept. Resource
STRATEGY 1 (short-term): Enhance the Efficiency and Quality of Existing Housing			
1	Partnerships	Hold/Participate in an Affordable Housing Developers forums to explore creative solutions and partnerships to provide housing for residents that fall at or below 30-50% AMI.	HD
2	Partnerships	Partner with nonprofit organizations and businesses to renovate or rehabilitate single family houses and/or small multifamily projects.	NSD, HD
STRATEGY 2 (long-term): Construct South Central ETOD Housing Demonstration Projects			
1	Partnerships	Develop a mixed-use, mixed-income housing project	HD
2	Partnerships	Develop a live-work and/or Accessory Dwelling Unit (ADU) housing demonstration project.	PDD, HD
3	Partnerships	Partner with financial institutions to provide grants and low-interest loans to help finance local developers pre-development expenses.	HD

#	Tools	Business-Led Economic Development Element 5-Year Action Items	City Dept. Resource
STRATEGY 1 (short-term): Cultivate Community Economic Growth and Prosperity			
1	Knowledge	Hold a small business owners forum to explore the creation of a South Central local and small business association.	CEDD
2	Partnerships	Support an educational forum to build skills for aspiring developers.	CEDD
3	Knowledge	Coordinate a meeting of local and small business owners to provide knowledge and support on business financial literacy, marketing, security, and other business improvement practices.	CEDD
STRATEGY 2 (long-term): Develop a Corridor Branding and Marketing Program			
1	Partnerships	Hold a business forum to explore the potential to establish a Phoenix Business Improvement District in each station area, with the districts coordinated by a Corridor Business Council.	CEDD
2	Partnerships	Support efforts to organize local business and community networking events through temporary outdoor markets and pop up sales events.	CEDD

Existing Conditions and Best Practice “Investments”
[South Central Existing Conditions Report](#)
[South Central TOD “Investment Menu”](#)

- Vision Summaries
- [North Area Results](#)
 - [Rio Salado Area Results](#)
 - [SoPho Area Results](#)
 - [South Mountain Area Results](#)

Full Briefing Papers

- [Challenge of Equitable Transit-Oriented Development eTOD](#)
- [Building Local Wealth Through eTOD](#)
- [Building Affordable & Sustainable Communities Through eTOD](#)
- [Public Policies to Facilitate eTOD](#)
- [eTOD Strategies for Phoenix South Central Corridor Station Areas](#)

Summary Briefing Papers

- [Affordability & Equitable TOD](#)
- [Responsible Development Without Displacement](#)
- [Improved Accessibility Between the Corridor](#)
- [Achieving A Walkable, Healthy & Vibrant Corridor Equity & Inclusion](#)

Land Trust and Infrastructure Assessments

- [eTOD Infrastructure Memo](#)
- [eTOD Land Use Memo](#)

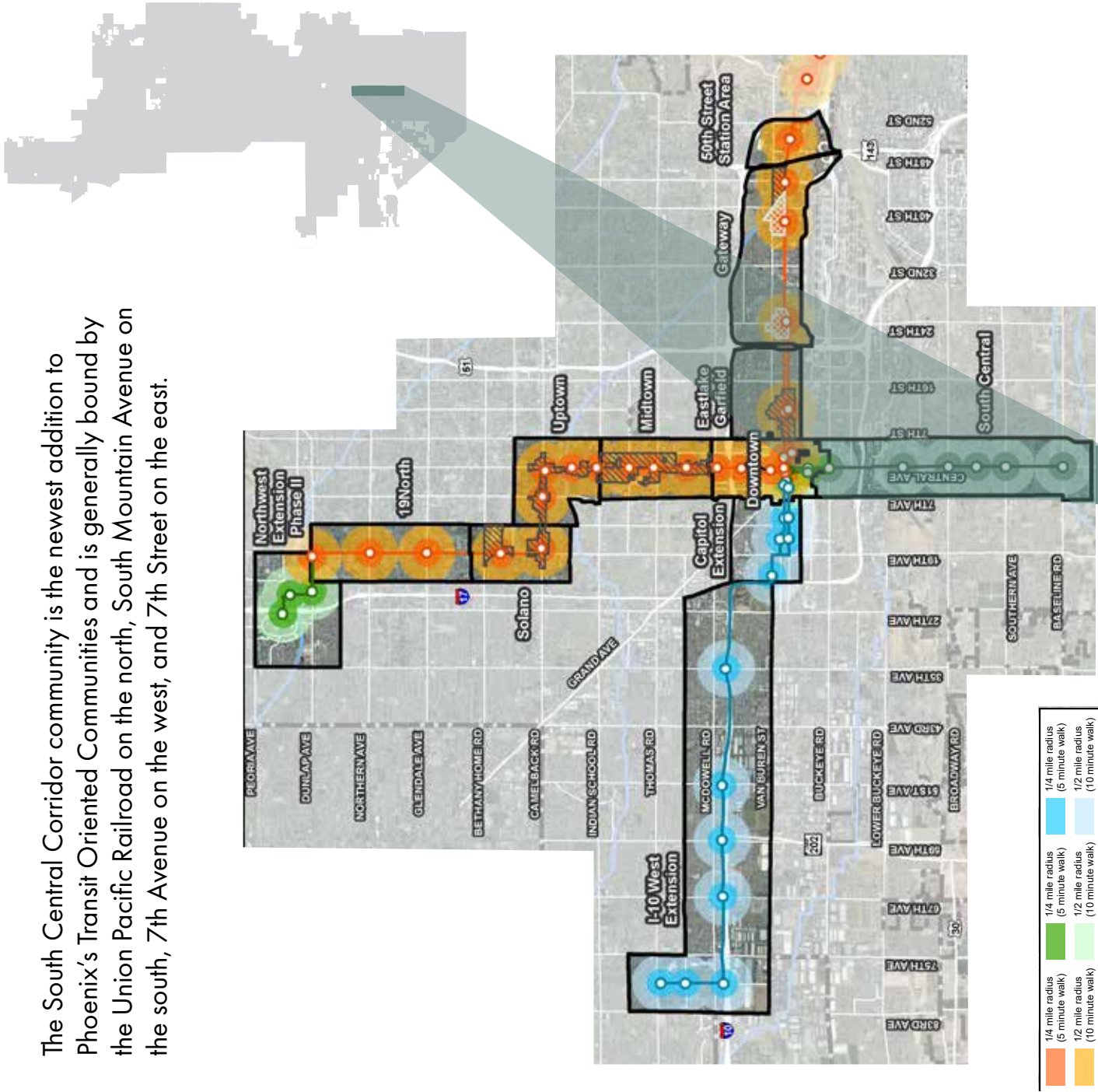
TOD Grant Team Executive Summary
[South Central TOD Business Assistance + Land Use Planning Executive Summary](#)

South Central Collaborative Recommendations

- [South Central Collaborative Development Guidelines](#)
- [South Central Collaborative Policy Recommendations](#)

SOUTH CENTRAL CORRIDOR CONTEXT

The South Central Corridor community is the newest addition to Phoenix’s Transit Oriented Communities and is generally bound by the Union Pacific Railroad on the north, South Mountain Avenue on the south, 7th Avenue on the west, and 7th Street on the east.





SOUTH CENTRAL

TRANSIT ORIENTED DEVELOPMENT

COMMUNITY PLAN 2022

For more information, or to view the electronic version of the document please visit phoenix.gov/pdd/tod. This publication can be made available in alternative format upon request. Contact the Planning and Development Department at 602-262-7131 TTY: Use 7-1-1



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